

All contracts for the first page of **PRINTERS' INK** will be interested to hear of coming year. The first issue to be obtained be in hand on or before February 5th. \$10,400 net for a year. Address comm

1896 expire in February, and that page for the which copy must be inserted, or 100 Broadway, N. Y.

J S Briggs 31 Aug 01
c Lawyers Co-op Co

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIV. NEW YORK, JANUARY 29, 1896.

No. 5.



OF COURSE YOU CAN'T IF YOU
SIT IN A STREET CAR AND DON'T
STARE AT YOUR OPPOSITE PASSENGER.
THE ADVERTISING IS UNAVOIDABLE!
SEND FOR OUR ILLUSTRATED BOOK
ON STREET CAR ADVERTISING:
"THE KIND THAT PAYS"
MAILED TO ANY ADDRESS FOR
3 TWO CENT STAMPS.

GEO. KISSAM & CO.,
253 BROADWAY, N.Y.



One Electrotypes And.... One Order

*will place you before
more than one-sixth
of all the newspaper
readers of the United
States outside of
large cities*

This is accomplished through the 1520 local weeklies of the Atlantic Coast Lists.

If your advertisement is a transient one, the cost will be but half a cent a line a paper per insertion.

Should you use one thousand lines during a year's time, quarter of a cent.

Change of copy every insertion, if desired.

You can see and check the papers, which are kept on file at our New York office.

We will put your copy in type, submitting proof and estimate for its insertion in the entire Atlantic Coast Lists, or in any of its ten sections, if you will state the space desired and number of insertions to be given. No charge is made for the type setting or the estimate.

We can do a lot for you with one order and one electrotypes.



ATLANTIC COAST LISTS,

134 LEONARD ST.,

NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XIV.

NEW YORK, JANUARY 29, 1896.

No. 5

"THE \$100-A-DAY BUSINESS."

By F. B. Patterson.

Doubtless many people have wondered just how Mr. J. E. Powers came to ask a hundred dollars a day for his services. Most any of us would like to earn \$100 a day, but that isn't the point. The charge of \$100 a day is not simply a big price. It is a "Powersism," if I may coin the word. It is a feature, and a very potent one, of a unique plan of attack on the advertiser. Anybody can charge a hundred dollars a day if he can get it. But with Powers it means more. It means the surrender of the advertiser, body and soul. It was by no mere accident that this style of charge was chosen. It was deliberate. It was with a distinct purpose born of wide knowledge and extended experience. It has a Napoleonic audacity. It takes the customer by storm and commands his admiration and approval. How can an advertiser question the quality or merit of an advertisement he is paying a hundred dollars a day for?

Then again Powers does not agree to do any given stipend of work per day, to produce so many lines or so much copy. He promises nothing. It is a fee. It is a retainer. It is what you pay for a reputation. It reminds me of an anecdote of Daniel Webster, to whom a client had paid a retainer of \$500 (a large sum in those days). The case was settled out of court, and the client called one morning expecting—poor, innocent soul—to get back his retainer. They talked about the weather, about the crops, etc., etc., and finally mustering up courage the client ventured to allude to the retainer. Instantly the eagle eyes under those shaggy brows were turned upon him. "Retainer," said Mr. Webster, reaching down the dictionary of his namesake, and turning to "R" he ran his finger down the

page. "'R'—'R'—let me see—'Ret'—'Retain'—'Retainer'—'something to be retained.'" No more was said about the \$500.

I once sat in the office of a large advertiser for whom Powers was at the time writing. Mr. B. would come into the office with a face beaming with the glory and self-satisfaction of a martyr who is not only going to be burned at the stake, but who is also going to pay the funeral expenses. "Awful queer stuff, ain't it?" he would say as he would lay down one of Powers' peculiar sheets of manuscript, "but he is runnin' things. Don't like it, don't understand it, but am going to try it for all it's worth." Powers found at a very early stage in the game that to absolutely own his customer was best.

I was in his office one day when the telephone bell rang. "Well, what is it?" said Powers. "No, can't go to see you. No time to call on people. Come here if you want to see me!"

"Might as well try to organize a Sunday school in a disorderly house as to try to reform that man's advertising," was the simile applied to another man's advertising who wanted Powers. It is, perhaps, superfluous to say that the man wanted Powers, and wanted him more than ever after he had learned Powers' opinion of his advertising.

The complete conquest of his customers puts Powers on his own pinnacle, and is the secret of his enormous advantage over those who simply cater to their customers' ideas and whims.

Powers tolerates no interference or dictation. It is either Powers or nothing.

But while Powers mounts the box and takes the reins he is withal a very charming and entertaining attorney to have. He has the characteristic of all literary geniuses—he monopolizes the

conversation. Like Coleridge he is a great talker, and a good talker, too. But the point which I wish to emphasize and which goes with the \$100-a-day business is, that if you employ Powers he is supreme. Your ideas and his will not mix.

But Powers did not always get \$100 a day. When he first started charging by the day he charged \$75; before that \$150 a page, and before that, again, \$1,000 a month for what he called "Store management" and writing the store ads. Before this it was \$9,000 a year for Wanamaker, and still further back \$6,000. So Powers' methods have been a growth.

A great deal of Powers' force was doubtless acquired in the days when Powers canvassed subscribers for the *Nation*—door to door, top to bottom, all through the business district, offering eight weeks on trial for fifty cents. This was a severe ordeal, but it was invaluable training, and made him afterwards the publisher of the *Nation*.

One day, while canvassing for the *Nation*, he called on a man who was gruff and cross and who almost ordered him from the office. Powers simply looked at the man a moment and said nothing. Then taking a piece of paper he wrote something on it, folded it up and deliberately stepping up to the man's desk deposited it thereon, turned on his heel and walked out. Of course the man's curiosity led him to open the paper. Fold after fold he opened until he reached the center, where was written one word—"Manners."

EXPERIMENTAL ADVERTISING.

By Henry Romaine.

Every advertiser had a business beginning. He had to feel his way before he found the path to success. He could only do this by experimenting. All professionals were amateurs at first. They had to learn by experience. It is not everybody who knows how to experiment wisely. It is oftener done the other way.

But there is no reason why the experience of the professional should not be given to an amateur, to help guide him in first beginnings.

The great mistake of some experimental advertisers is that they want too large a field for their first efforts. They want to be a Pears, or Beecham, or Scott at the start. They aspire to

Royal Baking Powder fame in their trial heat. They expect \$100,000 fame out of \$1,000. It can't be done—never could—never can be. New advertisers are babies in that line of business. They must crawl before they can walk. They must grow before they are of any account.

Some men plunge a lot of money into advertising without thinking—without knowing whether what they have to advertise is likely to sell well or not. They want to jump from the cradle into manhood at once. Foolish policy! Better to grow by degrees. There's nothing lost by caution and care. Fortunes are squandered by precipitancy.

Start small. Advertise locally, even if you have an article the entire world may require. Branch out when you've made your first profits; then you are justified in extending. The more you make, the more you can enlarge your territory. If you have made a mistake, the cost of it, in this way, is slight. In the other way it is ruinous.

Playwrights usually test their works first in an out-of-the-way town before bringing them to the metropolis. This is called "trying it on the dog." Advertisers ought to "try it on the dog" oftener than they do. Put out a "feeler" before a limited audience at first, before spending money on a big production for a large and critical assemblage. It's cheaper, wiser, better.

First advertise what you've got in your local paper or papers. If it's a "go," and you see there is money in it, don't get your head turned. Try the adjoining counties. If the sales still indicate success, and your resources will allow it, try the whole State.

Then wait awhile, to make sure that the profits warrant further developments. If they do, advertise in some of the adjacent States. If they pan out reasonably, try more, and so on until you cover the entire country.

It doesn't take long to grow from a local trade to a national business, if you've got the right thing and advertise it properly, carefully, watchfully. Immense fortunes have been, are being, and will be made that way.

But—no jumping from A to Z! Go through the entire alphabet methodically, and you will be feeling your way, building up a business and paving the path to prosperity.

MORE ABOUT PHILADELPHIA
NEWSPAPERS.

From the Sunday Item, Jan. 19, 1896.

The number of newspapers to which Philadelphia gives popular and prosperous support is a surprise to the country.

Philadelphia is the City of Homes, and there are but few houses in which two or more daily newspapers cannot be found. In proportion to the information it furnishes, there is nothing so cheap as the newspaper. Philadelphia's population appreciates this. The great majority want the morning newspaper—frequently two or more of them, one for the family to peruse during the day, the others for the male members to read while in the cars, bound for their places of employment.

It is this general desire in Philadelphia for the newspaper which enables this city to support so many daily publications. And when the day's toil is done, and the family circle gathers in the evening, there is a keen desire to learn what of importance has transpired during the day. The latter is not complete without the evening paper.

Although there are many daily papers in Philadelphia, each finds liberal support and wields a wide influence. Despite the period of depression which marked last year, the circulation of every Philadelphia journal mounted upward, and each reports 1895 as bringing increased prosperity. True, trade stagnation and lack of employment caused many families to economize, but the newspaper was not among the comforts dispensed with.

The *North American*, of which Mr. Clayton McMichael and his talented sons, Campbell Emory McMichael and Clayton Fotherall McMichael, are the editors and the proprietors, possesses the distinction of being the oldest newspaper in America. But its management is marked by modern, progressive methods, and it is found in thousands of Philadelphia homes. Its present publishers come from a race long distinguished in Philadelphia journalism, and the McMichaels have always been conspicuous in every movement to add to the prosperity of this city.

The *Inquirer*, since passing into the control of Mr. James Elverson, has made wonderful strides in circulation, and in prosperity. Amassing a fortune

in the publication of weekly story papers, Mr. Elverson was tempted to enter the field of daily journalism. The result has been that his business tact and his skill in the selection of assistants, coupled with the perseverance and ability of his gifted son, Col. "Jimmie" Elverson, as the manager, has placed the *Inquirer* in the front rank of American newspapers. The prosperity of the *Inquirer* is evident, and its wonderful success is a capital illustration of what push, combined with liberality, will do.

In the *Public Ledger* Philadelphia has a newspaper which is world famous, and which by many is considered the model daily. The plans and methods of its founders are carried out by its present proprietor, Mr. George W. Childs Drexel, while young blood has brought with it modern ideas and a progressiveness which adds to the circulation and influence of this favorite newspaper.

The Philadelphia *Record*, purchased by Col. Wm. M. Singerly at the time when its collapse seemed inevitable, to-day stands as a monument to that gentleman's keen discernment and indomitable energy. Without any practical newspaper experience, Col. Singerly soon transformed the *Record* from a weakling into a journal of wide circulation and prosperity. This bold step as the leader of penny morning journalism startled the country, and what many predicted as rashness proved to be the foundation of a prosperity which increases with every succeeding year. But while Col. Singerly has performed wonders for the *Record*, his newspaper has done much for him. The active life as editor and publisher, his contact with the people, and particularly his campaign for Governor of Pennsylvania, has transformed the former man of reticence into a brilliant speaker. A few years ago Col. Singerly's thoughts flowed exclusively from his pen, but to-day they also find vent from his tongue, in graceful and brilliant language.

The *Press* still clings to the price of two cents, and every intelligent reader will admit that it is worth it. But while that extra penny keeps the *Press* behind some of the morning papers in circulation, it yields to none in influence, or in the class of the constituency for which it speaks.

When the Philadelphia *Times* is mentioned, the name of Col. McClure

involuntarily presents itself. But while the brilliancy and eloquence of the proprietor of the *Times* has given it a national reputation, the skillful management of Mr. Frank McLaughlin has had much to do with its prosperity.

The Philadelphia *Times* can be credited with revolutionizing journalism in this city, and exerting a wonderful influence for good everywhere. Previous to the advent of the *Times*, the Philadelphia newspapers devoted but little space to politics, and criticisms of the management and acts of those holding public positions were unknown. The *Times* was quick to reform this, and to demonstrate to those holding high offices that the people were the masters and they the servants. Aggressive, determined, keen and alert, the *Times*, from the start, became a paper which every one wanted, and its rapid rise is still the talk of newspaper circles.

The German press of Philadelphia also finds a large constituency and wields considerable influence. The *German Demokrat*, founded by the late Dr. Morwitz and now managed by his son, Mr. Joseph Morwitz, has a national reputation, and can be credited with largely representing German-American sentiment.

The *Gazette*, managed by Mr. J. E. Weber, has also secured a large circulation among German readers, while the *Volksblatt*, of which Mr. Charles Young is the proprietor, speaks for the large section of our German population whose sympathies are strongly Democratic.

Naturally at the head of the afternoon newspapers comes the one which furnishes the most varied information for the least cost. The *Item* found 1895 a remarkably prosperous year. The increase in circulation was very large, and it kept mounting steadily upward with each succeeding week.

The *Evening Bulletin*, the oldest of Philadelphia's afternoon publications, has recently experienced a change of management. The new proprietor, Mr. William L. McLean, adds to that journal a ripe experience and the promise of largely increased success.

In the list of prosperous newspapers in Philadelphia, the *Evening Telegraph* always stands at the front. Mr. Charles E. Warburton, admitted to be one of the keenest and far-seeing managers in the country, is now assisted by his son, the popular Barclay Warburton. Almost daily the *Tele-*

graph contains some exclusive piece of news or information, and to thousands the day is not complete until this popular paper has been carefully scanned.

To the *Star* is credited the honor of being the pioneer in penny afternoon journalism. Popular from the start, it has steadily maintained its hold on public favor. The skillful management of publisher John Blakely, and the polished style and vigorous manner in which Editor John Russell Young advocates the interests of the people, are sure to maintain for the *Star* the respect and the confidence of Philadelphia.

The *Call*, which has dropped the designation of "Evening," and now calls itself the *Family Call*, furnishes another example of the successful management of the daily paper, by one who gained a publisher's experience in another school. Mr. Robert S. Davis, who was for many years associated with Mr. Elverson in the publication of *Saturday Night* and *Golden Days*, popular weekly papers, yearned for a bigger field, and withdrawing, started the *Call*. Liberal and progressive methods brought the new venture into general publicity and favor, and to-day its enterprising founder has the satisfaction of pointing to a success, and of feeling that his paper is thoroughly in touch with popular opinion.

The *Evening News*, during the brief years of its existence, has seen many changes, but the enterprise of its present proprietors, T. Henry Martin and Henry Starr Richardson, is pushing it forward rapidly in the path of prosperity. Both gentlemen have had many years of practical experience in active newspaper work.

The *Evening Herald*, which has also seen many changes of recent years, is now guided towards success, and a rapidly growing circulation, by Mr. George E. Vickers, one of the best informed and widely known political writers in this city. Mr. Vickers is making the *Herald* a decidedly interesting publication, and his reminiscences of Philadelphia politics are particularly apropos at this time.

Philadelphia is the city of newspapers, and its intelligence gives an ample field to each, and prosperity to all.

Lives of rich men oft remind us
We can make our pile some time,
And by advertising largely
Is the way to get in line,

ADVERTISERS SHOULD KNOW CIRCULATION.

READ BY A. R. KESSINGER, OF ROME (N. Y.) "SENTINEL," AT NATIONAL EDITORIAL ASSOCIATION, ST. AUGUSTINE, FLORIDA, JAN. 20, 1896.

Newspaper publishers use, with advertisers, the argument that the public must know what the seller has to offer in order that the seller may reap the advantage of a large trade. The solicitor, in endeavoring to graduate an advertiser, seeks, first of all, to educate him in the lesson of effectively giving prospective buyers knowledge of what he can offer to supply the wants of those buyers. If the education is thorough, it does not neglect the fact that the advertiser must keep faith with his customers. He must do as his advertisements promise; he must not make claims which he cannot fulfill; he must not expect advertising to propel trade against a tide of dishonest dealing.

These two elements of successful advertising—publicity and honesty—are the basis of rules as excellent for the publisher to observe as for his advertising patron. In order to sell advertising space the patron must appreciate what the newspaper has to sell. The wise butcher does not buy a pig in a poke and pay the price of a good porker, taking chances of really getting an inferior article. If he is satisfied as to what he is purchasing, he is willing to pay what it is worth. The wise advertiser does not pay much for mere space, not knowing to his own satisfaction before how many eyes that space finds its way. If he is satisfied as to what he is purchasing, his business education has been neglected if he is unwilling to pay for advertising what it is worth. It is an absurdity to hide your light under a bushel, whether you have cotton cloth or advertising space to sell. It is a poor rule that will not apply equally to advertiser and publisher.

Every pathway of life is strewn with shattered wrecks of business. If the inside of their greswome history were known it would often be discovered that a fruitless attempt to make people believe what was untrue contributed to their failure. The newspaper which complains that it is not appreciated is apt to need self-inspection to discover the cause. People appreciate a good

thing if they are satisfied that it is good. Advertisers will not fail to appreciate and pay well for the use of an advertising medium which they know gives them good value for their money. But the general advertiser has heard many stories of inflated newspaper circulation. Unless something is done to satisfy him in the case of a particular paper, he often feels justified in being skeptical. It is not reasonable to expect that human nature will overcome all its weaknesses in the newspaper field. Men are not always honest. The great majority of newspaper publishers aim to deal squarely with their patrons, but they must guard against suffering for the shortcomings of any who do not. Fortunately they have at least a partial remedy for the ills for which they are not to blame. A newspaper can offer a suitable amount of money to any one who will prove that its circulation statements are incorrect. It has nothing to lose by such a course and, as money talks, it can readily place itself outside the pale of suspicion. This is not a new way, but it is a practical way of demonstrating to the advertising world that the newspaper is ready to substantiate its claims. It gives to advertisers assurance that they get what is represented, as far as numbers of copies circulated is concerned. Regarding character of readers additional demonstration may be advisable, for character is as important to advertisers as numbers. But an essential to success in the newspaper advertising field is that the patrons should believe and know and appreciate what they are buying. Various newspaper directories offer rewards for proof that the certified circulation statements they print are incorrect, and this is of value. The suggestion has been made that some responsible guarantee company take up the work of guaranteeing newspaper circulation, and, for an adequate money consideration, make a guaranteed statement of any newspaper's circulation, after conducting an expert examination into the facts. These are ways of meeting what seems to be an actual want. The first essential, however, is with the newspaper itself. It should advertise its own wares as it shows advertisers that they should advertise theirs. It should advertise itself according to the same principles which bring success from advertising in any field. Every pub-

lisher can devise special plans for this, suitable to his own clientage. But judicious advertising is as important to a newspaper as to any other industry.

ADVERTISING A TRADE PAPER.

By John C. Graham.

It is neither easy nor cheap to advertise a trade organ. Ordinary methods cannot be used. The only mediums it would pay to use would be papers catering to the same trade, if there were any. But that would be sure to be offset by the publishers of the rival papers. They would not welcome the ad of a competitor, and he would have to pay top rates for it. Then they would be certain to insert ads of their own to counteract the effect of yours—that is, if they were wise business men. Whatever inducements you offered they would try to go you one better, and as they would have space practically without limit at their command, your chances of getting subscribers through their mediums would be very slim. Usually there is more rivalry between trade papers than among newspapers, for the reason that while the latter cater for all, the former seek their clientage among a select few. To advertise one trade paper in another of the same class is much like taking shelter in the enemy's camp.

Moreover, where both journals appeal to the same exclusive and small community, they would, I should imagine, prefer to be without each other's advertising, no matter what sum was paid for it. When we were courting, you remember, we could always make more headway when the "other fellow" wasn't around. His presence made things awkward, particularly if he were better looking or better dressed than we. Just imagine how you would feel if you were running a trade paper which didn't have too many subscribers, and your competitor came to you with a really smart ad, and offered you even double rates to insert it in your paper! Of course, you'd have to accept, but you wouldn't feel overjoyous about it, and you'd try your hardest to offset its effect in some way. General newspapers are of very little use to advertise a trade paper in. The cost would be far greater than you could hope or expect the result to be. The percentage of probable subscribers among ordinary newspaper readers

would be fractional, and would certainly never justify the outlay. The more exclusive the trade represented, the smaller would the chances be.

This is one of those cases where circularizing is not only the cheapest method of publicity, but practically the only one that can be adopted. A unique and well-written circular or booklet, or sample copy, sent through one of the many mailing agencies exclusively to the trade you want to reach, would be both efficacious and economical. These mailing agencies have lists of all the different trades in the United States and Canada, and possess the addresses of every subscriber you would be likely to get. Five or ten thousand circulars or sample copies handed to them with instructions to mail to jewelers, hatters, grocers, real estate agents or any other business your paper was catering to, would be sure of striking 80 to 90 per cent of the people you wanted to reach. The cost would not be one-fiftieth of what the expense of reaching them in any other way would be. In such cases as this the mailing agencies are a positive boon to advertisers and publishers, and they handle far more business than the outside public is aware of.

STUDY YOUR EMPLOYEES.

As a trade-increasing policy the education and handling of the force of salespeople are of more importance than is generally accorded to them. The difference between the results from the work of satisfied, intelligent and enthusiastic salespeople and of those who perform their work in a perfunctory manner and with little intelligence is almost as marked as the difference between success and failure.

There are plenty of devices adopted by different managers to keep employees in good fettle. There need be no sacrifice of dignity, no relaxation of discipline, no surrender of privileges. All that is necessary is perfect fairness and good faith, together with a frank and genuine interest in the salespeople as men and women. Close association, and interest in the welfare of employees do more toward binding them to employers' interests than an increase of pay can.

Employees should be encouraged to make studies of special topics themselves, and invited to speak upon them before their associates. It is not unlikely that a suggestion thus drawn out may net the store hundreds or even thousands of dollars. Many a salesman who appears to be a mere dummy may brighten into activity under the stimulating influence of appreciation and encouragement.

It is the successful merchant who most fully appreciates the value of his salespeople, and shows broad-minded ingenuity in his management of them. It pays to study your employees, and, having studied them, to apply the knowledge in a manner that will influence the right side of the profit and loss account. — *Dry Goods Economist.*



THERE IS NO SECRET

in the success of THE SUN's
advertising columns. Representative
advertisers all use

THE SUN

It pays them and will pay you. SUN
readers cannot be reached by an ad-
vertisement in any other newspaper.

ADDRESS

THE SUN, NEW YORK.

Have
You
An....



TO BUSINESS?

Then ADVERTISE in the

St. Louis.... ..Chronicle

AND GET BUSINESS.

The CHRONICLE guarantees a daily circulation exceeding 100,000, which is the largest issue of any daily west of the Mississippi River.

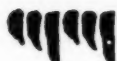


E. T. PERRY, Manager,
Gen'l Adv. Department,

53 Tribune Building,
NEW YORK.

66 Hartford Building,
CHICAGO.

The First Page



All contracts for the first page of Printers' Ink for the year 1896 expire in February, and Printers' Ink will be interested to hear from people who wish to occupy that page for the coming year. The first issue to be obtained is that of February 12th, for which copy must be in hand on or before February 5th.

The price of the first page of Printers' Ink is \$200 for each and every insertion, or \$10,400 net for a year.

Address communications to

PRINTERS' INK,
10 Spruce St., N. Y.

\$1,000

IN CASH PRIZES
FOR
AD-SMITHS.

The competition in the preparation of the advertisement best calculated to secure pupils for "The Little Schoolmaster" awakened an interest so wide-spread and general that the publishers of the American Newspaper Directory have decided to invite a similar co-operation of ad-smiths in the preparation of an advertisement that shall best express and make known to the world the care and pains that for twenty-eight years have been devoted to the preparation of that great work, as well as the intelligence and unimpeachable integrity with which newspaper circulation ratings have been accorded; and the consequent reliance and confidence with which these circulation ratings are so properly regarded by advertisers: all these points going to show that the compilation of the Directory is an exacting labor, the finished book a boon to the business world, and the price at which it is sold—five dollars—only nominal when the cost of producing and the real value of the work are considered.

Competitors desiring to examine the Directory in advance of attempting the composition of an advertisement, will find a copy in almost any newspaper office or in the counting-room of any general advertiser. By consulting the book ideas and suggestions of value in making a good advertisement are likely to present themselves, which might not occur from a mere reading of printed matter furnished from the Directory office. The very best way to get correct ideas, however, will be developed by conversation with an advertiser who knows the Directory, and relies upon its information when placing advertising contracts.

THE PRIZE OFFER IS AS FOLLOWS:

Any ad-smith, anywhere, is at liberty to prepare such an advertisement of the American Newspaper Directory as he believes calculated to influence the sale of copies of that work. The advertisement so prepared may be inserted once in *any* newspaper, occupying space worth, at schedule rates, as much as five dollars. The ad-smith shall then send, by letter-mail, a copy of the advertisement cut from the paper, in a sealed envelope, addressed to the Editor of the American Newspaper Directory. He shall also send to the same address a perfect copy of the paper, with the advertisement marked. Upon receipt of these, the editor of the Directory will cause a copy of the last issue of the Directory (the issue for 1895) to be sent at once, free (carriage paid at this end), to the ad-smith, at his address, as given in his letter. Once each week the advertisements received will be compared, and the best advertisement received within the week will be inserted in PRINTERS' INK, together with the ad-smith's name and the name of the paper in which the advertisement appeared, and a free copy of the last issue of the Directory will then be sent free (carriage paid from this end) to the publisher of the paper in which the advertisement appeared which was thought to be the best.

As soon as practicable, after the issue of the twenty-eighth annual edition of the Directory, which will be in May or June next, a copy of the new edition of the Directory shall be sent, free (carriage paid), to each of the twelve ad-smiths who have produced the advertisements deemed best of all; and to each of the twelve newspapers, also, in which the best twelve advertisements appeared; and in PRINTERS' INK there shall, at that time, be exhibited portraits of the constructors of the twelve advertisements deemed best.

And, on the same date, a letter shall be written to the constructors of the six advertisements deemed best, said letter to set forth the terms of the competition and be signed by the publishers of the Directory, and three of these letters shall each contain a check for \$500, payable to the order of the ad-smith, and one letter shall contain a check for \$500, payable to the ad-smith who is thought to have constructed the one advertisement better calculated than any other to perform the service for which its construction was invited.

The dates upon which the best five advertisements were received (that remain after the best of all has been selected out of the six chosen ones) shall then be noted, and from among them that one of the five *which came in last* shall be excluded from further consideration: but to the one of the four remaining which was received at the *earliest date* a check for \$500 shall be awarded. This disposition of the prize advertisements places a premium upon promptness and attaches a possible penalty to delay.

Address all communications to

**EDITOR OF AMERICAN NEWSPAPER DIRECTORY,
No. 10 Spruce Street, New York.**

P. S.—It will be observed that what is wanted is the advertisement most likely to sell a book. If the constructor of the advertisement happens to be the editor or publisher of a paper, and believes that he can make a more effective announcement by saying what he has to say in reading matter, either editorial or other, it will be his privilege to carry out the idea.

PRIZE ADVERTISEMENT FOR AMERICAN NEWSPAPER DIRECTORY.

SECOND WEEK.

In response to the announcement published for the first time in PRINTERS' INK for January 15, inviting ad-smiths to compete in the construction of an advertisement calculated to sell copies of the American Newspaper Directory, seventeen advertisements were received between January 15 and 22, and among these the following was deemed the best. It was written by Mr. W. F. Brand, of Liverpool, N. Y., and appeared as reading matter in the *Weekly Telegraph*, of that place, for Saturday, January 18.

NOTE: One competitor asks: "Is this prize contest limited to one ad from each ad-smith, or may he compose as many as he chooses?" In answer to this query the publishers of the Directory say that any ad-smith may compose as many ads as he chooses, but only one Directory will be sent for an advertisement inserted in one paper. If the ad-smith tries again and again, he will have to induce the publisher of a new paper to let him have the requisite space for each effort.

VALUABLE FOR ADVERTISERS

George P. Rowell & Co., Publishers of the

AMERICAN NEWSPAPER DIRECTORY

Have Built Better than they knew, and in designing a Newspaper Directory have not only put a Gold Mine within the reach of General Advertisers, but have produced a work of great value to the public at large.

There is not a newspaper publisher in the United States, Canada or Newfoundland, who has not heard of the American Newspaper Directory, published by George P. Rowell & Co., 10 Spruce street, New York, and very few of them but have at one time or another possessed a copy. Vast numbers of business men who do a general advertising business have come to rely upon its statements implicitly, when deciding upon mediums which they contemplate using to gain publicity for their wares. For 28 years it has made its annual bow to the public, and the public in turn has felt compelled to take off its hat to the Directory, and as year by year the Directory has improved and become better and more indispensable, the public has made its obeisance still lower and accepts its statements and decrees as it does the

decision of the court of last resort. There is no appeal beyond it.

Why is it valuable to an advertiser? It gives a statistical table of newspapers.

It gives a catalogue of newspapers by States.

It gives catalogues of newspapers by counties.

It gives a list of papers of over 5,000 circulation.

It gives a list of class publications.

It gives the area of States and Territories in square miles and acres.

It gives the population of the States and Territories and number of newspapers published in each.

It gives a catalogue of places, arranged alphabetically by States and towns, in which newspapers and other periodicals are published, giving the population, location, prominent industries, etc., of such places respectively, with description of such newspapers and other periodicals, with frequency of issue, and in alphabetical order, giving name, frequency of issue, political or general character, form, size, subscription price per year, year of establishment, editors' and publishers' names, circulation, etc.

From these statistics it is apparent that an advertiser may have at his command all the information necessary to enable him to place his advertisements in the mediums which reach and circulate in the territory most likely to benefit his trade. There is no guesswork about it. He knows the class of people who will be likely to buy his goods and the American Newspaper Directory tells him where to find them, and indicates the newspapers or periodicals best suited to his use, in that particular section of the country.

It is a large volume, containing upwards of 1,400 pages, substantially bound in cloth, and stamped with gold.

It commends itself to the general public as a valuable reference book, enabling one to ascertain at a glance the location, population and principal industries of every town of sufficient importance to sustain a newspaper in the United States, Canada or Newfoundland, and the information is reliable too.




In short, it is a perfect mine of information to the newspaper publisher, the advertiser and public, and its possession will put the owner in a position to learn more about his country in a general way than could be learned from the perusal of a multitude of text-books.


But it is designed principally for the use of advertisers, and we only digress to record the above facts in corroboration of our opinion that the publishers have built better than they knew and have made their Directory a formidable rival to the gazetteers and encyclopedias, at a nominal selling price.

The book is sold for \$3. The 1895 edition will be ready for delivery in June next. Copies of the 1895 edition may be had now.

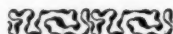
Nothing Like It  





Has been seen this

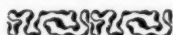
Century   

We refer to the 

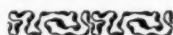
Advertising
on the Brooklyn "L"



Nowhere  is there such Display 
 is there such value 



Come in our office and see
Samples or write for rates.



George Kissam & Co.,

Main Floor,

Postal Telegraph Building,

253 BROADWAY,

NEW YORK.

The Transcript

Peoria's Leading Newspaper



It does *not*
cover the whole country.

It does *not*
cover the whole State of Illinois.

But it *does*
cover most thoroughly and
effectively
Peoria and surroundings,
a community of 100,000 people.
Rates firm but not high.



THE TRANSCRIPT CO.,

PEORIA, ILLINOIS.

PHILIP RITTER,
EASTERN REPRESENTATIVE,
150 NASSAU ST., NEW YORK.

30
Million
People
in
the
U. S.

**Never See a Daily
Newspaper**

W. D. BOYCE.

THE MAN THAT CHICAGO UPLIFTS TO
HONOR—A LEADER NOW, SOON TO
BE A CONGRESSMAN, AND BY AND BY
PROBABLY MAYOR OF CHICAGO—
INDORSED BY THE "INTER-OCEAN."



W. D. BOYCE.

There is always a natural interest centering round a man with the courage of strange and untried convictions. When these convictions are formulated into successes of great magnitude, the interest deepens, and the people who looked upon the successful one as an enthusiast are the first to applaud his success.

Mr. W. D. Boyce, of Chicago, started out with the idea that sensationalism—the extreme of sensationalism—pays in both a newspaper and in a story paper. The *Saturday Blade* reeks with all the "wickedness" that has been done everywhere. In every part of the paper the effort to raise one's hair and arouse one's latent interest in the morbid side of life is apparent. It is said that Mr. Boyce eschews the telling of crimes arising out of the sexual relation, except where the parties are particularly conspicuous, when he gives the matter its due meed of attention. His theory is said to be that people in an Indiana village are not interested in a divorce granted in an Illinois village, but that where the persons concerned are prominent people, such as Breckinridge, of Kentucky, for instance, readers want every scrap of information and gossip. This theory he does not apparently extend to murders and railroad accidents. Nor

is the staff alone expected to supply the entire quota of harrowing details; the public is invited to be purveyor as well as consumer, as witness the following editorial notice in the *Blade*:

PHOTOGRAPHS.

The Saturday Blade wants photographs or drawings not heretofore used of sensational events, crimes or criminals, curiosities, celebrities and historic characters—a picture of something of general interest.

For such pictures the *Blade* will pay \$4 if reproduced in three columns or more; \$2.50 in two columns and \$1.50 in one column.

Accompanying each picture must be an explanation or description sufficient to make it intelligible.

Please state if it is desired that the photograph be returned if used or not.

Address your communications to

THE PHOTO DEPARTMENT,
SATURDAY BLADE,

113-115-117 Fifth Ave., Chicago, Ill.

The "quality of interest" that makes a great paper is present in the *Blade*. Everything is spicy and readable. The *Ledger* is a story paper, run on lines similar to the New York *Fireside Companion*. The same hunger for the lower forms of "Attic salt" runs through it.

Mr. Boyce is now talked of for Congress in Chicago, and is said to be fairly sure of a nomination. Because of this, the *Inter-Ocean*, on January 12, published some details of his life. These are accompanied by a picture of Mr. Boyce, which makes the *Inter-Ocean* liable to a suit for libel on the part of the energetic publisher. The *Inter-Ocean* says:

One day, late in the 70's, there came to a college town in Ohio a young man from a farm in Western Pennsylvania. He came to attend Wooster University. Like many of his associates, he was fighting his own way for an education and earning a living as he went along. He turned his hand to a dozen things. He kept books, printed the programmes of the places of amusements, and made his first start in the publishing business by printing a local directory. All the while he kept up his studies, but his superior ability in all kinds of enterprises was soon remarked by his fellow students, and he became a leader among them. He took an active part in political affairs, and, in the Garfield campaign in 1880, his companions availed themselves of his ability as an organizer. Under his direction, the College Republican Club was organized for the local canvass.

Mr. Boyce found it necessary to strike out for himself without waiting for a diploma. However, he had laid the foundation for a good education in three years' steady work. In January, 1881, he left college and went to North Dakota. Here he enjoyed in the publication of weekly Republican newspapers a

fair degree of success. Newspaper publishing in Dakota in those days was not a bed of roses, but the experience was valuable, and in spite of the difficulties which surrounded him Mr. Boyce looks back upon those days with pleasure.

The field did not seem broad enough for him, and, closing out his interests, he went to New Orleans, where the exposition was then in progress. He established a correspondence bureau, supplying newspapers all over the country with information regarding the exposition. The arrangement was simple, but there was no cash in it. The papers took the correspondence, and in return Boyce was given a certain amount of advertising space. He sold this space to advertisers, and his skill in making contracts enabled him to reap a good profit. The transaction seems easy enough, yet a good many people have tried it and failed. It takes a rare sort of ability to make profitable contracts with shrewd advertisers, as most newspaper publishers know to their cost.

In 1885 Mr. Boyce came to Chicago, fully convinced that his future lay in this big, bustling city, with its hospitality for men of push and originality. He has some notions of his own about the newspaper and advertising business. Some folks to whom he presented his ideas didn't see anything in them. Afterward they regretted their lack of appreciation. Finally he found acceptance for his plans, which related to the publication of the "ready-print" or patent inside for country newspapers. The novel ideas which he put into immediate operation, the tremendous energy with which his projects were carried forward, soon made a stir. Of course, not every project was successful, but the promptness with which Publisher Boyce "tried something else" redeemed his enterprises from failure. His associates soon found that in this faculty of trying something else, coupled with indomitable courage, he possessed the elements which were bound to insure ultimate success.

When the "ready-print" enterprises had all been carried forward to a prosperous development Publisher Boyce was ready to embark in new enterprises. He sold out his interest for a large sum and thereby secured the capital which he wanted for fresh projects. He had been turning over in his mind some notions about weekly publications. He thought he saw a new field and he was ready to enter upon it. He established his own printing and publishing house. His weekly publications were pushed with his usual energy. The new ideas he wanted to apply were applied courageously and unflinchingly. Certain business principles which are at the basis of all his enterprises were enforced regardless of temporary disadvantages.

In time success came with a flood tide, success so great that Publisher Boyce is said to pay the largest second-class postage bill of any publisher in the United States. And his business is still growing.

An incident in Mr. Boyce's career in Chicago was the erection of the Boyce Building on Dearborn street. When his publishing business had become well established and he felt assured of his identification with the city of his choice, he decided to make a permanent investment which would show his faith in the future of Chicago. The Boyce Building was the result. At the time when the building was put up the jocose remark was made that it "was the only sky-scraper in Chicago not roofed over with a mortgage." The remark gives an insight into Mr. Boyce's business methods.

In spite of his business activities Mr. Boyce has found time for relaxation. He is a member of several social organizations. He is a Consistory thirty-second degree Mason, a Shriner of Medinah Temple and he belongs to the Home Lodge of Odd Fellows. He is an enthusiastic sportsman and his summer vacation is usually spent in hunting and fishing. He belongs to the Lake Poygan and the Evanston Gun Clubs, and is commodore of the Columbia Yacht Club. He is also a member of the Chicago Athletic Club, and is president of the North Shore Club, a social organization. He is an active member of the Marquette Club. As a member of the Union League Club he finds himself in touch with the leading business men of the city and the moral agencies which the Union League exerts for good government and a high tone in public affairs.

Mr. Boyce is domestic in his tastes. He has a pleasant home on Wrightwood avenue, where he is surrounded by an interesting family.

A gratifying incident for Mr. Boyce every year is the distribution of the Boyce prizes in the Lake View High School. One evening, while glancing through the papers, he saw that Mr. Yerkes had withdrawn the prizes previously presented to the pupils of the high school, and that there was much disappointment in consequence. Many of the pupils were children of his neighbors. On the spur of the moment Mr. Boyce communicated with the principal of the high school, authorizing him to announce that the prizes would be kept up; and Mr. Boyce has kept them up ever since, to the great gratification of the people of Lake View and to his own personal satisfaction.

Mr. Boyce has always taken part in political affairs, but it has been that of the citizen, and not that of the office-seeker or the office-holder. Like most business men, he found his interest in public affairs quickened after the incoming of the Cleveland administration. Mr. Boyce's activity brought him into contact with the Republican leaders in Chicago. They knew and valued his services. When the Legislature provided a system of civil service for Cook County there were some misgivings whether it would be carried out in good faith. President Healy, of the county board, in whom was vested the appointment of the civil service commissioners, selected Mr. Boyce. The latter was a believer in the application of civil service principles to public affairs. He thought the same principles ought to apply to public business which prevail in private business. He wanted the experiment to be given a fair test, confident that it would succeed. But he was averse himself to holding any public office. Finally he yielded, and accepted the presidency of the Cook County civil service board. With his associates, Messrs. Burdett and Northem, the rules were codified and applied rigidly.

Mr. Boyce gave his personal attention to the work of county civil service until the principle was well established and the system was in full operation. At his own request he had been named for the short term, which expired in December. President Healy desired to reappoint him for the full three-year term; but, believing that his services were no longer essential, Mr. Boyce declined.

At the annual election of the Twenty-Fifth Ward Republican Club in November, Mr. Boyce was the unanimous choice of its 2,000 members for president of the club. He accepted this as a tribute from his neighbors and friends, and as in the line of a citizen's

duty to take part in politics. Since then the movement to make Mr. Boyce the Republican candidate for Congress in the Seventh District has started. To be the Republican candidate is to be elected.

There would be a peculiar fitness in choosing a business man of his standing to represent one of the districts of Chicago. The real work in Congress is not done by the mere speechmakers, nor is the most influence exerted by the talkers. Congress is governed by its committees. In so large a body no other course is practicable. It has frequently been the reproach of the great cities, possibly no more so of Chicago than of New York or Philadelphia, that though their commercial interests are so vast and though they are so vitally affected by the legislation of Congress they send few business men to Washington. The reason, of course, is that successful business men won't neglect their own private affairs to attend to public matters.

It is as certain as anything can be that the next national administration will be Republican and that it will be supported by a Republican House of Representatives and a Republican Senate. The vital questions of the tariff and the currency will be settled. Chicago has an interest in the settlement of those questions second to no city. And if it is alive to the situation it will neglect no opportunity of securing the services of business men of practical knowledge and experience in settling those great questions.

The rigid principles which have been applied to his private business, the strict adherence to contracts which impels him to keep his word while insisting that others do the same have enabled him to exercise a liberality which can come only from success. The loyalty of his associates in business could only be grounded on the qualities which would insure fidelity to public duties. And the depth of personal friendships which has given Mr. Boyce so honorable a place among the citizens of Chicago would be reflected in the performance of his official duties.

A MODERN VICAR OF BRAY.

One incident in Gaine's career in connection with his newspaper must be mentioned. It is, I believe, without a parallel in the annals of journalism. At the outbreak of the Revolution, Gaine, after a slight leaning toward the American cause, assumed and maintained a strict neutrality; but when it became likely that the British would occupy New York in September, 1776, he sent one of his presses to Newark, and on the 28th of that month began to issue there a quarto newspaper bearing the name and imprint of: "The New York Gazette and the Weekly Mercury, Printed by Hugh Gaine, at Newark, in East-New-Jersey," devoted to the Whig cause, at the same time continuing to issue his neutral paper, of the same name, from his sign of "The Bible and Crown," in Hanover Square. The Newark edition was issued two days earlier than the New York one, but, besides bearing the same name, was numbered in sequence with the earliest issued. This was continued until November 2, making duplicate numbers and two papers of different politics from 1301 to 1307. After the battle of Long Island, Gaine concluded the American to be the losing side, withdrew from Newark, and gave his paper a British tone, which it preserved until its termination.—*From Sketches of Printers and Printing in Colonial Times (Dodd, Mead & Co).*

FROSTED WINDOWS.

At this time of the year the retail dealers who are making window displays, are much bothered with the matter of frosted windows, which prevents the pedestrians from seeing the display. One way to prevent it is to sponge the window with pure alcohol, and as long as the glass is kept perfectly dry this answers, but as soon as the humidity of the store deposits on the window glass there is another sponging due. A weak solution of glycerine (1 to 8) in pure alcohol is also a good wash, and this will act even better than the pure alcohol, but requires a perfectly dry and clean window to start with. The fixing of an electric fan at the side of the window and the throwing of a continuous current of air against the glass will also have the desired effect, but this lowers the temperature of the store, and so is objected to by some dealers.

To those who will spend a dollar or so, and whose window permits of the simple arrangement, the following is undoubtedly the best plan. Run an inch pipe of tin along the lower inside edge of the window, this tube being perforated with small holes at every inch or so, the holes being on the upper side of the tube; carry this tube right across the window, having one end closed, and the other running under the window base, and terminating in an inverted tin funnel. Under this funnel place an ordinary kerosene lamp or a gas jet, and keep it lit all day and night. The hot air will rise through the funnel, travel along the tube, and escape through the perforations to the window, ascending up the face of the glass to the top of the window, displacing the heavier colder air. When other dealers' windows are frosted, the window which is not, where the display can be clearly seen, is doing true yeoman's service for the store.—*Tobacco.*

LITHOGRAPHIC ADVERTISING.

How shall the lithograph manufacturer advertise? If the subject of advertising were given a little more thought by these makers of other people's advertising there would not be so much idle machinery.

The poster lithographer can best reach the users of his products by emulating the example of these same users. They use billboards; and so should he. His posters are effective for them; they are more so for him. He produces them himself, and proclaims faith in the efficacy of his products when he uses them. His posters on the wall are examples of his work displayed in the best possible manner. Advertising of this sort is profitable to the manufacturer of lithographic posters.

The manufacturer of lithographic novelties has a means at his disposal of very effectively telling the prospective users of his work "all about it." The facilities at his command enable him to produce a circular, a folder, or any novelty. He produces them for others. He should use them himself for his own business. What better means can he have of obtaining publicity than in an attractive calendar in the offices of the business men he desires to reach?

A lithographed circular or folder, stating facts and illustrated in the particular style of the establishment from which it emanates, is something to attract the attention of the users of such articles.

Thus is the entire range of lithographic products susceptible of advertising the lithographing business and creating more business.—*Billboard Advertising.*

CHARACTER IN ADVERTISING.

Individuality in advertising is as distinctly noticeable as in any other kind of literary work, especially when a genuine expert is writing it. What is known as the Powers style is the Powers style, and none of the vast army of imitators can successfully copy it. The original is so far above the imitation as to be really another style. It is the same with Gillam, of Hilton, Hughes & Co., with Rose (the man that boomed H. O.), who is now with Scott's Emulsion, and with others who are not so well known as their work. These men have distinct styles (and shall I add mannerisms?) of their own. There is a method of thought, a marked train of logical reasoning, an adherence to certain forms of phraseology, which individualizes.

In modern advertising, to have extraordinary success you must have marked originality of your own, and the only way to acquire this is to keep away from, rather than follow, the work of your contemporaries. There is nothing attracts the attention and admiration of the intelligent public so well and so quickly as originality. A new form of expression, or a new way of putting an old one, anything, in fact, that is out of the ordinary and at the same time acceptable reading, will be sure to find favor in the public eyes.

Giving your advertising a distinct form and character of its own—of course keeping within the proprieties—is almost certain of success, while adherence to the commonplace awakens no interest and causes no comment. Much of advertising is the talk about it, and, paradoxical as it may sound, it is only *uncommon* things that make common talk. The newest invention invites the most notice, the latest news creates most interest, and the reason for both is that they are out of the common—something we have not seen or heard before.

Advertising conducted on this principle is sure of more attention than the old-fashioned kinds, and more attention means more interest, more inquiries, more customers. A distinctive character in your work is therefore certain to be productive of profitable results, and that in itself is sufficient inducement to try it.

HENRY ROMAINE.

THE STORY OF A CIRCULATION FRAUD.

CASE OF "FARM, STOCK AND HOME," A MINNESOTA AGRICULTURAL PAPER, ISSUED AT MINNEAPOLIS.

By the Publishers of the "Northwestern Agriculturist," of Minneapolis.

It is a matter of recent history that, on Feb. 1, 1894, we published a complete exposure of the circulation inflation and fraud of the *Farm, Stock and Home*, of Minneapolis. This exposure was made in a supplement to the *Northwestern Agriculturist*. It occupied eight pages of the size of the *Agriculturist*, and included fac-simile reproductions of the pressman's records for all but three issues of an entire year, and also a reproduction of a statement of account rendered by the bookkeeper of *Farm, Stock and Home*, verifying every item of the pressman's records.

This exposure showed that *Farm, Stock and Home*, according to its own records during that eleven months, had not printed one-half (only 42 per cent) of the number of copies it claimed to print.

The publishers of that paper replied to our exposure admitting the accuracy of our statements, but attempting to explain that they had had the circulation they had claimed both before and after the year we had exposed. They even attempted to make the explanation seem plausible by having a new pressman swear to a glorious increase of nearly a thousand new subscribers per week during the year following the period covered by our first exposure.

Then we published a second exposure, in which we reproduced headings of several letters which they had written at various dates in 1893, and which contained their claims of their circulation at those dates, and in this exposure we contrasted those claims on their letter-heads with the more recent affidavit of their new pressman, covering identically the same dates. The letter-heads, for instance, Jan. 16, 1893, claimed a circulation of 41,000, while the new pressman's affidavit swore that the circulation, Dec. 1, 1892, had been 16,800, Dec. 15, 18, 20, and Jan. 1, 20, 400, and our first exposure showed, by their own statement, reproduced in fac-simile, that no issue in 1892, up to Nov. 15, had exceeded 15,000, except one special issue. The contrast between the letter-heads and the affidavit was ruinous. In this exposure we stated that we could also prove that their circulation in 1891 had been even less than in 1892 or 1893. In short, they never had had one-half of what they then claimed.

We charged that this was fraud upon advertisers. If our charges were false, they were libelous.

The American Newspaper Directory of 1894, published by George P. Rowell & Co., 20 Spruce street, New York, gave *Farm, Stock and Home* a guaranteed rating of 39,000 circulation.

The publishers of that Directory backed up their guaranteed ratings by an offer of \$100 reward to the first person who produces evidence that the guaranteed rating is incorrectly stated. They guarantee only such ratings as are based upon a definite statement signed by the responsible manager of the paper rated. In this case the false statement read as follows:

To the Publishers of the American Newspaper Directory:

No issue of this paper, for a period of a full year preceding the date of this certificate, has been less than 39,000 complete copies, and to-day we print 46,000.

Name of Paper: *Farm, Stock and Home*.

Town and State: Minneapolis, Minn.

Signature: *Farm, Stock and Home Co.*

Date, Oct. 5, '93.

H. R. OWEN, Manager.

Soon after the publication of the Directory, W. T. Cole, a printer who has had no connection with our paper either before or since the controversy, wrote to George P. Rowell & Co. and demanded the \$100 reward in the case of the *Farm, Stock and Home*. The only evidence he had to prove the incorrectness of the statement made by its manager, H. R. Owen, was its own pressman's affidavit issued in response to our first exposure. Thus in attempting to answer our first exposure, they laid themselves open not only to our second exposure but also to the third exposure by W. T. Cole.

The \$100 reward was promptly paid by George P. Rowell & Co. to W. T. Cole, July 3, 1894. Now, nearly a year afterwards, to wit in May, 1895, the *Farm, Stock and Home* people deem it expedient to attempt another "explanation," forgetting their unfortunate

experience with their previous attempts, and while it is becoming monotonous we do not find it arduous even in warm weather to call attention to the "inconsistencies" in their chef d'œuvre. In order that the merits of this fourth exposure may be clearly understood, we reproduce in full their May, 1895, circular, together with some correspondence relating to statements they make therein.

The circular is as follows:

"THAT \$100 CHECK."

"Occasionally we hear of some prejudiced advertising agent or agency, who is unable to get space in *FARM, STOCK AND HOME* at their own rates, and on their own terms as to payments, or a printer of an alleged agricultural paper in this city, who has become insanely envious of the excellent reputation of *FARM, STOCK AND HOME*, referring with great satisfaction to the fact that once upon a time Geo. P. Rowell & Co., publishers of a newspaper directory and advertising book, had paid \$100 to some one for sending them (Rowell & Co.) our own sworn statement of circulation, showing they had quoted our circulation a few copies more than our own affidavits called for—a discrepancy which occurred in this way. It is the rule with the majority of advertising agents to submit printed blanks to publishers to fill in the average circulation for three months or the quarter ending so and so. In October, 1893, during our busiest subscription and advertising season, we received a printed blank from the said Rowell & Co., on which we gave our circulation, without being sworn to, as 39,000. The following March Rowell & Co. sent us proofs of their forthcoming book, and requested our order for a page advertisement. We then discovered they had quoted our average circulation for one year instead of three months. We immediately wrote them, calling attention to the difference, inclosed our sworn statement, and asked them to correct their forms, but failed to inclose an order for advertising.

This correction, however, it appears they failed to make, and when their book appeared a copy of our own affidavit was made and sent them by a Mr. Cole of this city, and in return for which they sent him a check for \$100. This circumstance can be easily verified by documents now in our possession, and would be, no doubt, corroborated by Rowell & Co. Yours in explanation,

FARM, STOCK AND HOME Co.,
Minneapolis, Minn. H. R. Owen, Mgr."

CHICAGO, June 8, 1895.

The following correspondence has been forwarded to us at our request:

FRANK B. WHITE CO.,
SPECIAL AGRICULTURAL ADVERTISING,
Mr. P. F. Collins, Northwestern Agriculturist,
Minneapolis:

DEAR SIR:—We inclose a copy of a letter we have just received from George P. Rowell. It is self-explanatory, and you see what he says in reference to the *Farm, Stock and Home* circular they are sending out. We believe that Mr. Rowell is truthful in his assertion. Very truly yours,

FRANK B. WHITE CO.

PERCY, N. H., June 4, 1895.

Mr. Frank B. White, 645 The Rookery, Chicago, Ill.:

DEAR SIR:—Your letter of June 1st is at hand. So far as my recollection serves me, the circular which you inclose is false from beginning to end. Yours respectfully,
GEORGE P. ROWELL.

In view of the bombastic claim frequently made by *Farm, Stock and Home* that it is the only farm paper in Minnesota which has the indorsement of the State Agricultural Society (State Fair) and Farmers' Institutes, we have taken occasion to demonstrate the utter falsity of this assertion by securing from the officers of these organizations a point-blank contradiction of the claim.

Col. John H. Stevens, several years ago, was an editor of *Farm, Stock and Home*, and

in 1894 was president of the State Agricultural Society. Yet he writes us as follows:

MINNEAPOLIS, Minn., June 6, 1895.

P. F. Collins, Esq.:

DEAR SIR:—Yours of the 27th of May received in due time. You will excuse my delay in answering when you are informed I have been unable to write in consequence of the rheumatism; can hardly hold the pen now. I do not remember the indorsement I gave *Farm, Stock and Home* two or three years ago, but certainly I will indorse your paper. Since I subscribed for it and read every issue I have become acquainted with its merits. Yours,
J. H. STEVENS.

MANKATO, Minn., May 23, 1895.

DEAR SIR:—Replying to yours of yesterday concerning the comparative standing of the *Farm, Stock and Home* and the *Agriculturist*, I beg to say, personally, I never expressed myself as to their comparative merits. They are both first-class papers and supplying satisfactorily the demand for such publications. I read both. No action has ever been taken, to my knowledge, at a meeting of our society looking to an indorsement of either paper, and I have no knowledge of my predecessors' doings. It would scarcely be good policy or fair to proclaim a preference. Very respectfully,
ED. WEAVER,

Pres. State Agricultural Society.

MINNEAPOLIS, June 3, 1895.

AT CAMDEN, LYON CO., MINN.

P. F. Collins, Esq., Mgr. Skordemann Publishing Co., Minneapolis, Minn.:

DEAR SIR:—Your letter dated May 27th at hand. An absence from home caused a short delay in answering. We have not intended to be a partisan supporter of any one agricultural paper—nor are we. Every agricultural paper is considered as an ally in a common cause, viz.: the improvement of our agriculture.

We have by same mail received some letters that would tend to commit us to partisan support. We do not think it the right place for the institute force to occupy, so decline to take the steps. I assure you of good-will toward the papers represented by you. We do not receive the *Agriculturist*. P. O. Camden, Lyon Co., Minn.

We trust this letter meets your wishes. Yours truly,
O. C. GREGG,
Supt. Farmers' Institute.

We expose them because they are competing for advertising in the same field we are, and we must either expose the fraudulent character of their methods or suffer from unfair competition. Advertising rates are based on circulation; in our case the rates are based on guaranteed statements of our real circulation. We must either inflate our own claims or expose their inflation as a matter of self-protection. We choose the latter course. We have never made a statement concerning them maliciously nor from "envy," but always from a sense of justice, and now more than eighteen months after our first bold step in this direction our course is approved by our judgment and by the advertisers who have read the indisputable evidence produced.

We take no pleasure in pointing to this disgrace upon agricultural journalism. We consider the course of the *Farm, Stock and Home* in reviving the whole matter, nearly a year after the \$100 check had been paid, very injudicious, to say the least.

But we have never minced words and we warn the inflaters that our ammunition for exposing inflation is far from exhausted. We have been accumulating evidence concerning issues subsequent to the last exposure; we find no improvement of methods and the time may soon be ripe for a statement concerning 1894 and 1895 issues, but we are in no hurry. We remember Cromwell's advice and "keep our powder dry." We believe advertisers are becoming more alert to the importance of proving circulation claims of papers whose space they buy.

ABOUT TRADE-MARKS.

Some trade-marks are so striking as to arrest the attention instantly. One of the most successful of this class is the picture of the "Euchre Hands," used by the Adams & Sons Co., of Tutti-Frutti fame. It is printed on all their advertising matter, wrappers, letter-heads, envelopes, checks, and even on the sides of their delivery wagons. It has caused no end of comment, and has been the cause of thousands of arguments as to "Which Wins?" the title of the trade-mark. Its value as an advertisement, therefore, can hardly be over-estimated. It is seen all over the civilized world, and admired everywhere. It is probably the most popular trade-mark ever introduced.

Pictorial trade-marks are best; they are more attractive than mere words. Another famous one is that used by Brooke's Soap (Monkey Brand). It represents a comical-looking monkey, the face of which is irresistibly funny. Though the firm is a Philadelphia one, Brooke's Soap is not advertised in the American metropolis. In the English capital it has been extensively advertised.

Carter's Little Liver Pills use a good trade-mark—the familiar blackbird, holding a sign in its beak. This distinguishing mark is now widely known, and Brent Good's ads can be recognized at a glance in consequence.

The Caws' Ink and Pen Co., of New York, use a trade-mark of a crow or raven, which, at first sight, resembles the Little Liver Pill's blackbird, but the connection between crow and Caws' is obvious.

The Norwegian, carrying a big codfish on his back, is the well-known and appropriate trade-mark of Scott's Emulsion, and it has often been claimed that this happy device has been quite a profitable one.

The contented-looking Quaker, of Quaker Oats, has recently become quite a conspicuous figure in newspaper and magazine advertising, and bids fair to soon be as well known to the public as the Dutch waiting-maid of Baker's Cocoa. The latter is, perhaps, the most familiar pictorial trade-mark known to the general public, and must have been a profitable one to the Dorchester firm.

Mr. W. L. Douglas, the famous "\$3 shoe" man, is evidently of the belief that a personal portrait makes a good trade-mark. His familiar bald head has graced more than half the newspapers published in America, and still it continues to meet the reader's gaze. His example has been followed by Dr. John H. Woodbury, the dermatologist, and Mr. Beeman, the Western chewing gum man. Of the three, however, Dr. Woodbury is the most in reason; *his* face is used partly to indicate his business, and shows a *clear skin and good complexion*.

There are innumerable other trade-marks in daily use, some of them very well known, but the above examples are sufficient for this article. It would appear that a good trade-mark, particularly when indicative of the business, has a great commercial value, and it may be said to be a great help to the advertising, because, in itself, it serves to distinguish the ads from others, and tends to familiarize the public with the article which it represents.

JOHN CHESTER.

VARIETY, the spice of life,
Can easily be had,
Then show that you are up to date,
And change that ancient ad.

THE horseshoer should make his business
forge ahead by judicious advertising.

DELICATESSEN.

"The word delicatessen," said a dealer, "means delicate food. The word comes from the Germans, who are the greatest patrons of the toothsome dainties found in these stores. The Americans have been rather slow in patronizing the delicatessen stores, regarding them somewhat in the light of mysterious places.

"In advertising delicatessen stores, the largest measure of returns may be expected from the Germans and Jews. I have no doubt, however, that the American's jaded palate could be tempted by the Teutonic dainties through skillful advertising. So far as I know, this has never been attempted.

"The advertising of delicatessen stores is still in its infancy. In most cases the dealer is satisfied to insert a card in a newspaper or to distribute circulars, usually poorly printed, and not remarkable for the lucidity of the information they contain.

"It seems to me that a store of this kind could be successfully advertised, from the fact that the articles it contains are usually considered as dainties by the masses, and because they are susceptible of interesting explanations. For instance, few people know what caviar is, how it is obtained and how prepared. An explanation would be interesting, and incidentally the high grade of that kept by the advertiser could be dilated upon.

"In the generality of cases, delicatessen stores are local, and newspaper advertising is too expensive. The object should be to utilize circulars and window space in the same way as the newspaper would be utilized were it available. I see no reason why the caviar story should not be printed and placed in the window, or made the subject of a judiciously-distributed circular.

"In selling edibles, it is, of course, necessary to preserve the greatest cleanliness. This is a point that the advertisements should make much of as a characteristic of the business. Of course, polite service and an evident desire to please customers will do much toward retaining those secured by the advertising."

G. T. C.

A PROBLEM SOLVED.

A Brooklyn laundryman, way out in East New York, has solved a problem hitherto considered extremely difficult, viz.: how to make the laundry business pay, no matter how low the prices. His sign reads: "Goods returned in same manner as received."—*Laundry Supply Journal*.

Johnson's
Belladonna Plaster
CURES
WOMAN'S PAINS



by touching the SPOT

PROFESSIONAL CARDS.	PROFESSIONAL CARDS.	PROFESSIONAL CARDS.	PROFESSIONAL CARDS.
ANNA BOYD Disengaged 1895-96. Address: 101 West 11th Street, New York.		MR. HENRY MILLER English Theatre, New York.	
MR. AND MRS. BERT COOTE THE NEW BOX, Charles Charles, Publisher.		CORINNE Teacher, the management of Mrs. J. H. HARRIS. Address: 101 West 11th Street, New York.	
MAURICE FREEMAN STARRING.		MAGGIE FIELDING Suggested for Queen engaged with Charles Freeman's THE MAN UPSTAIRS, and THE FOURING.	
ISABELLE URQUHART AT LIBERTY.		WILLIAM COURTRIGHT NEW THEATRE & NORTHERN LIGHTS. Address: 101 West 11th Street, New York.	
CLARA DAYMER Lecturing. BUTLER'S THEATRE STAGE, CHICAGO.		IDA MÜLLE Management: International Theatre. Address: 101 West 11th Street, New York.	
HENRY C. CANNON Strong original capabilities. Address: 101 West 11th Street, New York.		MR. ERNEST LAMSON GAS WAREHOUSE "The New York" 101 West 11th Street, New York.	
NANINE PALMER LEADING.		MISS ELEANOR BARRY THE NEW YORK CO.	
JOHN PEACHEY BARITONE.		LILLA LINDEN PRIMA DONNA CONTRALTO.	
MR. HENRY HERMAN The Point Court Co.		FANNY MCINTYRE LEAD IN WAR OF WEAVERS.	
ASHLEY MILLER BARTON.		LAURA BOOTH Comedy Lead.	
CHARLES PLUNKETT With Arg. 101 West 11th Street, New York.		ROSELLE KNOTT LEADING LADY-101 West 11th Street, New York.	
ELLENORE CARROLL POPE'S THEATRE IN DIFFERENT-101 West 11th Street.		ALICE J. SHAW THE WHISTLER.	
MISS LOUISE EISSING AT LIBERTY.		CHARLES WAYNE AT LIBERTY.	

The *Dramatic Mirror*, of New York, publishes several pages of advertisements of names, using every conceivable form of display type, instead of the artistic method one would expect. When asked the reason, the proprietor replied:

"The *Mirror* is a trade paper, or rather professional paper. It reaches every dramatic manager, star, theater house owner, and theatrical supply house. The advertisements are mostly of a class that appeal only to these, not to the world at large, and the advertisers are people who have an idea that their way of doing things is the best, and we have to gratify them. At one time we endeavored to make

the advertising pages of the *Mirror* look a little artistic, but they wouldn't have it. Theatrical people seem to have remarkable fondness for heavy gothic type, and we nearly always get instructions with an ad to 'Be sure and set it in heavy black type.' The consequence is that our pages do not present an artistic appearance. We have grouped all the 'heavy' ads together as much as possible, so as to keep them out of the other pages. If they were scattered around among the miscellaneous ads the pages would look even worse than they do, but when we group them together all on one page it presents an unique, and not unpleasant appearance."

The Best Advertisements

In every line of business there is always one best. There never can be two. In almost any line you care to mention there is some one concern that is better than all the others.

It has been my ambition to make my business the best of its kind. I have succeeded. When a man comes into my offices, I can show him exactly why I am able to give him better service than he can get any place else. Those who cannot come to the office, must be reached by advertising. The advertisements I publish will probably sound like bragging. All right—let it be so. Every word in them is true, just the same. You can call it bragging, or egotism, or whatever you please. If I help you sell your goods, that is all you need care about it. That is what I can do. I can't do it all. I can't perform miracles. I can't double your business in fifteen minutes. But I can give you intelligent help in your advertising. I can get the same results for less money than you are now using, or I can get better results with the same money.

It is not altogether in the writing. A great deal depends on the planning and the disposition of the advertising appropriation.

MEDICAL ADVERTISING.

This is my particular specialty. I know that there is much need of good work in this line, and I have thoroughly fitted myself to supply this need. I like the study of medicine and know something about it. I have the books I need. On work of great importance I consult with one of the best physicians in New York. I write common sense advertisements which are technically correct, and I know of a number of cases in which they have been very effective. As to the quality of my work in this line, I can refer to some of the leading advertisers of the United States. I charge ten dollars each for medical advertisements. When there is a considerable series, I sometimes make a reduction. A short circular costs ten dollar or more. Pamphlets seldom cost less than fifty dollars, but in occasional instances I have found it possible to write one for twenty-five dollars.

Write for prices on other lines of work.

Charles Austin Bates

Plans, Advice, Writing and Illustrating for Advertisers

Vanderbilt Building, New York.

NUGGETS AND FOSSILS.

The items that follow have been unearthed by the editor of the American Newspaper Directory while pursuing his researches for the twenty-eighth annual revision now in progress:

THE Lexington (Ky.) *B'ne Grass Blade* is devoted to "infidelity and prohibition."

We appreciate the high value of a correct rating in the Directory.—*Daily Times, Dayton, Ohio, Dec. 16, 1895.*

"I THINK the system of reporting newspapers is the right thing," writes Mr. A. C. Hosmer, editor and manager the Red Cloud Chief, Red Cloud, Neb., January 11, 1896.

THE New Orleans, La., *Item* is published every evening during the year—Sundays not excepted—and its average issue the past year has been 15,076, which is the largest daily circulation of any evening and perhaps of any morning daily in the city.

THE Coldwater (Mich.) *Republican* encourages the American Newspaper Directory with the following message: "Dec. 16th, 1895. Recognizing that you are doing business on good business principles we wish to comply with your request fairly and frankly."

FROM year to year newspapers change their day of issue more frequently than they do their editors or publishers, although it is noticeable that a country paper published one year by a company is most likely to be published by an individual the year following.

FROM the beginning it has been the policy of this company to inform the public concerning the actual issues of the most successful Michigan dailies. We believe in the custom and cannot think that any publisher would find the practice unprofitable.—*The Detroit Evening News, George G. Booth, Manager, Jan. 14, 1896.*

THE *Sporting News*, of St. Louis, asserts, under date of Dec. 16, that no issue of that paper for the period of a full year preceding the date of the certificate had been less than 53,000 complete copies. The statement is signed by Joseph F. Davis, manager advertising department, and is the sort that the publishers of the American Newspaper Directory guarantee to be accurate.

QUESTION—E. R. M. (Line Lexington, Penn.): Please inform me whether there is on the market a catalogue of the newspapers and periodicals published in the United States. Answer—There are a number of them. The American Newspaper Directory, published by George P. Rowell & Co., No. 10 Spruce street, New York, is as good as any.—*New York Tribune, weekly, Jan. 1, 1896.*

THERE are many indications that the \$1,000 prize offers for the best advertisement of the American Newspaper Directory are likely to produce considerable results. In this issue of PRINTERS' INK Mr. Chas. F. Jones, the winner of the PRINTERS' INK Vase, advertises that he would like to correspond with any newspaper willing to insert advertisements for him in competition, and agrees to give the newspaper one-third of any cash prize which he may win.

THE *Ohio Valley Clipper*, published at Columbus Grove, Ohio, has recently obtained and forwarded the names of ten paid-in-advance subscribers to PRINTERS' INK for the year 1896.

ADVERTISING FOR WOMEN.

A successful advertiser studies his public long and carefully. He makes himself as familiar as possible with the minds of the people he appeals to so that he may know what style of advertisement most deeply impresses them. He who bids for woman's trade has a difficult problem before him.

While woman may be unreasoning and changeable, there are a few well-established principles to guide the advertiser who hopes to open her dainty purse. One thing to be borne in mind is that in most women the sense of humor is feeble, and in many cases it is totally lacking. Even women who are exceptions to the rule take their toilet seriously. There must be no joking about gloves and bonnets. A man can scarcely do a more maladroit thing than indulge in chaff on the subject of his wife's gown.

It follows that advertising intended for women should be serious. It need not, therefore, be dull. There is no more excuse for a dull advertisement than for a dull sermon.

After all that is said about the extravagance of women, the fact remains that they are more frugal than men. They are not free with tips. They want a good reason for spending their money, and they are by no means as credulous as some of the lords of creation imagine. Let any storekeeper note how long a woman lingers over a purchase, and he will see why his advertisements should contain detailed exact information in strong and positive language. Woman passes readily from the general to the particular. She has little taste for abstractions. Expatiate before her on the beauty of benevolence as a rule of life, and she listens with languid attention. Tell her that a mother and four children are perishing of hunger three blocks away, and she will hurry to relieve them.

Is it likely that minds so constituted are moved by the tumid boasting in which many advertisers see fit to indulge? Is it not more reasonable to assume that they will study the advertisement that is precise and definite?

The woman who has no sense of beauty is happily rare. This feeling is manifested not only in dress and personal adornment, but in household decoration, and even in the fittings of an office. Tastes differ, to be sure, and the use to which an ignorant woman puts form and color sometimes makes her enlightened sister shudder. But feminine love of beauty is practically universal, and that is why it is worth while to make an advertisement for women artistically pleasing. It is worth while to have clear and pleasing cuts and pretty borders. An ill-displayed, slovenly advertisement meets as much favor among women as a man with unpolished boots and dirty finger-nails.—*National Advertiser.*



PRIZE CONUNDRUM.

Q. Why are people who advertise in PRINTERS' INK like the publishers of the *Fourth Estate*?

A. They never pay in cash if they can balance the account with space of their own—and sometimes they don't when they can't.

A PROTEST AGAINST BEARDSLEYISM.

BROOKLYN, N. Y., Jan. 30, 1896.

Editor of PRINTERS' INK:

This would seem to be an era of posters. Probably the extensive use of them at the present time is merely the development of a fad which will have the fate of all fads, and pass away when something newer takes its place, but certain it is that what we formerly believed to be the exclusive property of the circus and the theater as an advertising medium, has recently invaded the ranks of commerce, and established itself—whether for a long or short stay we do not know—in almost every branch of business.

Even the newspapers have succumbed to the allurements of the poster. The magazines long ago heralded the way, but it was not until the Beardsley idea of alleged art became so ridiculously overestimated, and consequently so popular, that business-like newspapers in this and other cities began to tumble over each other in frantic efforts to secure a poster design that should be uniquely ugly and the climax of inappropriateness.

Fabulous sums, it is said, have been paid for these monstrosities, which remind one more than anything else of the multi-colored picture books of our infancy, when the artist who could daub in the flashiest manner made the most money. Whether we are suffering from a decadence of art or not I do not know, neither can these posters determine it, for there is little or no art about them, no attempt whatever at correctness of drawing, aptness of subject, or harmony of color. They merely serve to make us think seriously if we, the *fin-de-siècle* inhabitants of a civilized and intelligent country, have not pictured to ourselves these uncanny creatures during some horrible nightmare superinduced by heavy suppers or vile liquor.

All posters, fortunately, are not alike, all tastes do not seek the barbarous and the crude. Art lovers still live, artists, properly so called, still exist, and poster designs with sufficient art and beauty to please an eye not wholly given up to the worship of the ridiculous, are still obtainable.

Consequently it is with pleasure that we can note the excellent "ready-made" posters that are now being extensively used by hatters, clothiers, etc., throughout the country. These are really artistic pictures, in delicate but natural tints, of heads and faces, and they serve to show off the beauties in shade and shape of a variety of styles in hats, etc. Their main attractiveness is that they are unusually lifelike and natural; the faces are evidently drawn from living models, and they are so diversified as to show how certain hats would look on the young, the old or middle-aged, how they would become a light or dark man, what styles can be properly worn by men with beards and without, etc.

JOHN C. GRAHAM.

NEWSPAPERS IN THE COLONIES.

We note with interest that there was a "New York Evening Post" in 1744. For another similarity of conditions between the New York of that period and the New York of to-day, one paper was called the "Lying Gazette," while of another it was said that "the line at the top giving the name of the printer and the price of the paper were the only words of truth in it." Moreover, the "Lying Gazette" had what was probably the largest circulation of the day, being thirty-six hundred copies, unless the "circulation lie" was of older origin than is commonly supposed.—*The Nation*.

EXCURSION ADVERTISING.

BOSTON, Mass., Jan. 15, 1896.

Editor of PRINTERS' INK:

Many cities have tried the experiment of running excursions from along the lines of railways bringing shoppers into the city to do their trading, but the trouble that has been usually met with is the disinclination of the railroads to make a low enough rate to induce people to take the trip unless there is some big attraction offered to lure them away from their homes. A way to circumvent these agents of the big corporations has been discovered by the wide-awake citizens of a little city in Pennsylvania. In this place they organized an association of 200 business men, each subscribing \$5 to a fund and, with this \$500, a committee goes to the passenger agent of a line and says: "Make us a picnic rate for 200 persons from — and intermediate points to this city." They then put up an amount sufficient to cover the cost of 200 tickets from the farthest point and go ahead advertising the excursion. Thursday is generally the day of the week selected to run it on and no other attractions other than the low rate is offered, excepting it may be special bargains are announced for that day by some of the merchants and the hotels spread a 25-cent dinner to all. The big cut from the regular round-trip rate obtained by guaranteeing 200 people, or the purchase of 200 tickets has always been inducement enough to fill the train to overflowing. In this way the business men are at no expense excepting for advertising, as after the excursion is over they receive back from the railroad the amount deposited to assure 200 tickets being sold.

Should it happen to rain or for any cause the equivalent of 200 tickets from the farthest point is not sold, which seldom, if ever, happens, then the difference is deducted from the guarantee fund and each subscriber stands the loss pro rata. But to offset this, whenever over 200 are carried, the railways then give a rebate on each excess ticket sold.

Even the wholesalers of this enterprising city join in this movement. In fact many of them are prime movers in the project, for they are allowed to send a free ticket to every country merchant along the route, with a special invitation to visit the city on the day of the excursion. This tends to appease the wrath of the country merchant over an attempt to try to take his trade away. On arrival in town he is singled out, made much of and entertained by the jobbers and generally buys a few big and many little bills to replenish his stock. B. B.

A GOOD TEACHER.

DOWNS, O. T., Jan. 13, 1896.

Editor of PRINTERS' INK:

In mentioning contestants for PRINTERS' INK Vase you say of my efforts: "Mr. Gould's ads are good for O. T." I labored under the delusion that they were good for PRINTERS' INK. Thanks for curing me of my egotism. But I will still say the Little Schoolmaster is a good teacher. A man that can't learn under its instruction has not got the stuff in him. ROSS GOULD.

ANNISTON, Ala., *Hot Blast*, one of the most prosperous dailies in the State, and the only daily in Northeastern Alabama, has recently obtained twenty-five paid-in-advance subscriptions to PRINTERS' INK, for the year 1896, for its advertising patrons.

ON SALARIES OF AD WRITERS.

NEWARK, N. J., Jan. 20, 1896.

Editor of PRINTERS' INK:

Mr. Charles Austin Bates, who talks so entertainingly about advertising in PRINTERS' INK, is sending out a big card to boom his business. On this card he makes the somewhat remarkable declaration that "no store with an advertising expenditure of less than \$25,000 per year can afford to pay the salary necessary to secure the whole time of a competent man" to write and manage its advertising.

Mr. Bates either does not know what he is talking about or he draws the line on competency very closely around himself and the few others within the sacred circle occupied by the "experts."

The fact of the matter is, there are hundreds of bright young men in this country to-day, who are unknown outside the city they live in, producing most excellent advertisements for firms spending a great deal less than \$25,000 a year. I know of houses spending less than \$5,000 a year that require just as much skill and ingenuity in the man who prepares their advertising as any house spending \$100,000.

Mr. Bates will acknowledge that many New York houses spending many thousands annually are guilty of allowing their names to be connected with some of the worst advertising done in America. He knows, too, that many a small inland house uses more space than most metropolitan houses, yet does not have to pay nearly as much money for it as their city brethren do for theirs. He ought to know, also, that there are houses employing bright young men at, say, \$2,000 a year, who get far better returns from an expenditure of \$10,000 than many houses, "butchering" their advertising, obtain from \$50,000.

THEODORE SHERIDAN.

IN HONOLULU.

Special Correspondence.

"DAILY PACIFIC COMMERCIAL ADVERTISER AND HAWAIIAN GAZETTE."

HONOLULU, H. I., Jan. 6, 1896.

Editor of PRINTERS' INK:

M. McNerny, gents' furnisher, has made a specialty of window dressing, with appropriate placards. One of his windows consisted of gents' scarfs arranged so as to show them off to good advantage, with potted plants and the famous Maile for drapery. Back and between the scarfs were placed small incandescent lights which gave the whole display a very pleasing effect. Another of the windows was filled with half hose and placarded:

"Our socks can travel far and wide,
And are so strong and neat
That those who wear them
Find they are 'right in it'
With both feet."

One of the hardware firms used the idea mentioned in PRINTERS' INK by filling their window with bicycle lamps and placarding it, "Lamps to Burn." C. L. CLEMENT.

IN KANSAS CITY.

KANSAS CITY, Mo., Jan. 16, 1896.

Editor of PRINTERS' INK:

A merchant here advertises: "Why does an old maid wear cotton gloves? Because she hasn't got any kids. Buy your kid gloves at Lloyd's, West Bottoms, Kansas City, Mo." J. T. T.

NO QUESTION IN HIS MIND.

Office of

"THE KANSAS CITY STAR."

Circulation is more than double the combined circulation of all the other Kansas City daily newspapers. Circulation guaranteed. Daily over 60,000. Weekly over 100,000.

KANSAS CITY, Jan. 14, 1896.

Editor of PRINTERS' INK:

There is no question in my mind as to the advisability of informing the public concerning the actual circulation of a successful newspaper. Were I an advertiser, I should refuse to do business with a publisher declining to give me and prove to my satisfaction the actual circulation of his paper. Advertising rates are based upon circulation, and it seems to me but just to the purchaser of space that he should know what he is to get for his money. The experienced advertiser will make due allowances for quality of circulation and nine times out of ten he will find the publication with quality has quantity as well.

Who will say that the newspaper of large circulation, by keeping the public constantly informed as to its growth, does not increase its subscription list? Very truly,

AUG. F. SEESTED, Bus. Mgr.

BOSTON BEACONS.

BOSTON, January 15, 1896.

Editor of PRINTERS' INK:

A rather severe shock to Boston's boasted culture is a sign in the suburbs reading, "Ten cents a load to way." "Honest Mark-Down Sale" is a placard in a store window in the heart of the city.

New York and Chicago think they have some department stores that are varied in catering to all coming. But slow-poke New England is not far behind, as this clipped from one of our papers proves: "Mrs. Carney, of Portland, a leading dressmaker, has been engaged to manage that department of the Globe Grocery Company, and commences to-day."

Already Boston is moving towards making a creditable showing at the French Exposition to be held in Paris in 1900. It is expected that this will be a marvelous exhibition, and no one recognizes the benefits of advertising in this way for export trade more than the shrewd Yankee.

BUSY BEE.

A MOURNING WINDOW.

PHILADELPHIA, Pa., Jan. 16, 1896.

Editor of PRINTERS' INK:

One of the best and most effective window displays the writer ever saw was in Augusta, Ga., three or four years ago. The whole window was draped in black, and at the back a small sheet of ground glass was worked in, on which was painted, in black:

SHOES? CERTAINLY!

\$3; worth every cent of \$6.

In the daytime a person passing the window was sure to be attracted by its somber appearance, and the little white space in the desert of gloom would catch his eye. At night the window was without light, with the exception of a lamp behind the slit of glass, which brought the ad still more prominently into view. H. D. CLARKSON.

IN NEW JERSEY.

NEW BRUNSWICK, N. J., Jan. 16, 1896.

Editor of PRINTERS' INK:

A unique method of advertising is employed by John Kernell to advertise himself and company, now playing "The Irish Alderman." His advance agent is a tall, young man who is attired in a ministerial garb. After booking the play and making necessary arrangements for accommodating the company he proceeds to co-operate with some business man fortunate enough to possess a good display window in a suitable locality. This he proceeds to convert into a studio, making rapid crayon drawings of the lingering public who have been attracted by his presence. These sketches he sends out to his subjects with his compliments. In this way he attracts attention to both the store and to himself. He devotes one or two days to each city and when not engaged at his studio he is seen on promenade accompanied by a white bull dog such as is generally used by the sporting fraternity. A small red blanket incases the beast, on which are white letters reading:

JOHN KERNELL'S
MASCOT.

The fraternal looking gentleman distributes yellow pasteboards to all he meets, which inform you that he is:

REV. STANLEY DE LONZO,
Spiritual Adviser
to
The Zulu Chief,
JOHN KERNELL.

In this way he advertises the show. Such a combination seen on the street never fails to attract attention and comment.

FRANK A. METZRAH.

BOSTON BEACONS.

BOSTON, Jan. 22, 1896.

Editor of PRINTERS' INK:

This street sign catches the eye in the booksellers' district: "Books binded and Albumens repaired." The orthography is noticeably out of whack, but, being in Boston, it was, no doubt, purposely worded this way to attract attention.

The installment plan of buying things has been so developed that about everything under the sun can now be purchased that way. It remains for a Boston dental firm to go even farther in the partial payment line by advertising to pull teeth for 50 cents down and the same sum per week.

A New Hampshire paper received in Boston this week goes to prove that, as long as the country editor survives, veracity will live and flourish. At the head of its editorial column this paper boldly proclaims: "Our circulation Jan. 1 was 1,107 copies." To be so exact about the last seven copies shows an ingenuousness in stating the truth that is really refreshing. A.

O BUSINESS man, when at your e e e,
On some good papers you should c c c,
And this advice if you are y y y:
Go straight away and advert i i i.
You'll find the project of some u u u—
Do not delay—there's no ex q q q.
Be wise at once, prolong your d a a,
A silent business soon d k k k.

LIVERY ADVERTISING.

HEDRICK, Iowa, Jan. 16, 1896.

Editor of PRINTERS' INK:

It seems to me that a great opportunity in the advertising line is neglected when the livery business does not use newspaper space. The opportunity of the enterprising liveryman is to utilize newspaper space in calling attention to coming events in neighboring towns, public gatherings, picnics, or anything to which it is likely that people would drive. In smaller towns, say of 3,500 down, many of the younger people indulge in drives frequently, and there is no doubt that the wide-awake liveryman, by combining mention of these coming attractions with the merits of his teams, induce the use of his outfits.

W. D. MARTIN.

AN ARDENT ADMIRER.

Office of THE CHICAGO PRESS CLIPPING
BUREAU.
Chicago: 36 La Salle Street.
New York: 120 Broadway.
CHICAGO, Jan. 20, 1896.

Editor of PRINTERS' INK:

We haven't got words enough in our vocabulary to express our admiration for PRINTERS' INK. It is the direct cause of our success in establishing this business. The practical ideas we got from your paper and promptly put in force did it more than anything else we know of. We can cheerfully say, "for that tired feeling 'read PRINTERS' INK and put ginger into your business. Yours truly,
THE CHICAGO PRESS CLIPPING BUREAU,
Theo. Wiese, Manager.

IN KANSAS.

WELLINGTON, Kan., Jan. 13, 1896.

Editor of PRINTERS' INK:

Richardson & Co. have excellent window dressing. At present their window is occupied by a miniature Brooklyn Suspension Bridge, constructed of J. & P. Coats' thread. Everything is realistic, especially the water which is imitated by glass. Black and white thread has been used in its construction to obtain better effect.

CHAS. HARKER RHODES.

TACT IN BUSINESS.

There is no quality in business which can be less easily spared than simple tact. It is hard to define tact. Often those who think they have it the most, really have it least. Perhaps as close a definition of this quality as is possible would be the statement that it is the art of doing or saying the right thing at the right time. There have probably been more customers lost through absence of tact than from any other reason. Occasions often arise when men and women need to be patted on the back, smoothed down, as it were, and such a patting and smoothing means more than it seems on the surface. It is all very well to be sure you are right, and we don't recommend cringing for anybody, but there is a way of carrying your point, when it is a correct one, and at the same time making the other fellow think he is carrying his. This is tact. To a great extent this is an inborn faculty, but it can be acquired to a degree by close study.—*Grocery World.*

You pay your clerk high salary,
And hours twelve per day he works,
The ad works longer, costs much less,
And sells more goods than seven clerks.



BATTLE AX PLUG.

WHY THEY FAILED.

I have known many a man to fail where natural trade conditions were good, because he was not honest with the people who would patronize him. Not criminally dishonest, of course, but not open, fair, and beyond desiring to make money by the substitution of poor goods for perfect and more costly ones. It is a cent-wise and dollar-foolish principle. Don't deceive people as to the quality of goods; don't urge an

article you are convinced the customer may not desire; don't grab at a dime sale and lose a dollar trade—candor will win the latter; don't decry your neighbor's goods which you know to be honest; don't deceive your customers with little trickeries. Above everything, be open and just, and you will succeed, if there is any merit in you.—*Merck's Market Report.*

♦♦♦
A MUCILAGE ad should stick in the memory.

ONLY AN AD.

Only a little ad
Written in catchy style,
When trade was very bad,
Customers to beguile.
Only a little space
Bought in the local press,
Meeting the reader's face—
Scoring a quick success!

Only a crowded store
As a result next day
Where silence reigned before
Now business has full sway!

Only a rapid sale,
Yielding a profit large,
Changing the merchant's tale
At very trifling charge.

Only a merchant glad,
Customers satisfied,
All through a little ad
Most opportunely tried.
Go, then, and do likewise
If you would boom your trade,
Skillfully advertise
And you've a success made!

A REAL estate ad should rest on good foundations.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

H. D. LA COSTE, special newspaper representative, 331 Park Row, New York.

WANTED—To purchase a good paying daily newspaper plant. J. BATEMAN, Manville, R. I.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at 20 cents a line for 25,000 circulation, guaranteed.

FREE to printers—Proofs of our new specialties for job printers. Now first offered on the syndicate plan. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

WANTED—Editorial situation, where good, faithful work will be appreciated; by experienced newspaper writer; also practical printer. "EDIT," care Printers' Ink.

EXPERIENCED newspaper man, young, past seven years on city dailies, desires position as managing or city editor or editorial writer. Eastern daily. Highest references. "A.L.," P. I.

SHORTHAND a great help to newspaper men. S. Snell's Shorthand College teaches Fernin-Snell shorthand by mail for \$10. Easy, fast, read like print—vowels written. I. P. SNELL, Truro, N. S.

WANTED—Position by experienced printer and city editor, as assistant to advertising man in a large retail house, or in the office of a New York advertising agent. Small salary asked. "ALERT," Printers' Ink.

FREE to Publishers—"Boom, Special and Souvenir Editions; how to get them up, how to illustrate them, how to make them pay." Covers the entire subject. Address HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

NEWSPAPER and mail boxes—They look neat, are substantial and practical, name of paper lettered on each box, retail for 10 cents, make excellent premiums for subscribers. Write for special rates to newspapers. LYMAN & CO., Jackson, Mich.

WANTED—Advertising solicitor in New York for the Lakewood (N. J.) TIMES and JOURNAL, the only paper published in this world famous winter resort. Liberal commission and fair treatment. Address TIMES and JOURNAL, Lakewood, N. J.

POSTAL Cards Redeemed—Uncle Sam will not redeem printed, but not used, postal cards, I will. Send sample, state quantity. Will quote price. W. S. PARKER, 180 Monroe St., Chicago.

WANTED—An artist, fertile in ideas, able to do good outline work and lettering, and who has had experience in illustrating advertisements. Address, stating salary wanted, together with samples of work, ART DEPARTMENT PRINTERS' INK, 10 Spruce St., New York.

PRINTERS' INK has declared me one of the best advertisement writers in America. Any advertiser who can pay \$4,800 a year for my whole time, or \$3,000 a year for half time, please address "VICTOR," care Printers' Ink. Best references in both New York and Chicago.

ADVERTISING writer and manager, now with leading advertiser, from whom he has highest endorsement, desires change; best reasons. Age 30, college man, eight years' newspaper and adv'g exp. Able to prepare and place economically large advertising. "H. H.," Printers' Ink.

A SUBSTANTIAL concern, doing considerable advertising, can have the latter, with all its details, looked after and placed to its profit, on exceptionally favorable terms, by an experienced agent and manager. Advertisers who do not mind making money may address "MASCOT," P. O. Box 1406, New York.

PROGRESSIVE advertisers want results; that's what counts; satisfactory results are secured by circularizing with imitation copied typewritten letters; can't be told from genuine typewritten letters; cheap and bring business; samples free. CHICAGO IMITATION TYPE-WRITING BUREAU, Chicago.

ON Feb. 10 a man of excellent address and education (age 37) will be free. Holds and seeks position of trust where marked ability to organize, manage and execute is required. Has had extensive, varied and creditable commercial experience. Is brainy, capable, energetic and trustworthy. Possesses judgment and tact. Highest New York references. Address, "H. E. C.," No. 86 Kemble Building, Whitehall St., New York City.

THE winner of the PRINTERS' INK Vase would like to correspond with any newspaper that would be willing to insert advertisements for him, in competition for the American Newspaper Directory's \$1,000 cash prizes. In compensation for this space he would be willing to give to the newspaper one-third of any cash prize which may be won by an advertisement appearing in that publication. Address CHAS. F. JONES, 347 Times-Herald Building, Chicago.

NOTICE—PUBLISHERS OF PAPERS and magazines. Many a publication whose present heading gives it an appearance of cheapness could, by the use of a handsome and artistic heading, be given a high-class appearance, which would aid in convincing advertisers that it was one of the best and most progressive of its class and locality. Sketch submitted on approval; no charge if not accepted. Give exact size and wording. W. MOSELEY, 41 Hill St., Elgin, Ill.

PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga. Press clippings for trade journals and adv'ts.

BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

ADVERTISING AGENCIES.

ANY responsible advertising agency will guarantee the circulation of the WISCONSIN AGRICULTURIST, Racine, Wis., to be 25,000.

If you wish to advertise anything anywhere at any time, write to the GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

EXCHANGE NOTICE.

BICYCLE—High grade, nearly new, for \$313 job price, or type. LEDGEE, Atlantic, Iowa.

MAILING MACHINES.

THE Matchless Mailer, best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

\$1.00 (stamps or m. o.) Pelham Mailing System and Mailer, postp'd. Prac'l; 1,000 hour; saves 2-3 time writing; no type lists; unique address label. C. P. ADAMS & BRO., Topeka, Kan.

MISCELLANEOUS.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in Wisconsin. Established 1877.

If you do, or ever intend to use cuts, you should know of our work and our prices. Write for samples. **CHICAGO PHOTO ENG. CO.**, 79 5th Ave., Chicago.

ELECTROTYPES.

CHALK engraving plates. Do you use them? If yes, write the **HILD MFG. CO.**, Cleveland, O., for information which will save you money.

We make the best interchangeable plate and base on the market. Also the lightest all metal back electrotype. **THE E. B. SHELDON CO.**, New Haven, Conn.

PRINTING INDUSTRIES.

THE INLAND PRINTER is unquestionably the leading trade journal of the world in the printing industry. Issued promptly on the first of every month. Replete with valuable technical information, articles of general interest and elegant illustrations. Only \$2 per year; \$1 for six months; 30 cents per copy—none free. **INLAND PRINTER COMPANY**, 212-14 Monroe St., Chicago.

AMATEUR SPORT.

THE GOLFER is an illustrated monthly devoted to the game of golf. This magazine has the highest class circulation in America. We invite comparison with any publication wherever published. We refer, without permission, to our advertisers and will abide by the decision of any of them. In regard to whether advertising in **THE GOLFER** is a paying investment. Address all communications to **THE GOLFER**, 234-236 Congress St., Boston.

ADDRESSES AND ADDRESSING.

THE best agents' addresses. **S. M. BOWLES**.

\$6 BUYS 5,000 addresses, taxpayers. New list. **P. J. SMILEY**, Albany, Oregon.

1,000 NAMES and addresses \$2.50, 5,000 for \$10; money order; best county in State. **F. E. RAMSEY**, 145 1/2, 3rd St., Portland, Or.

2,000 WRITTEN addresses of agents and canvassers, received the past month, nearly every State, for \$5; 1 M. \$3. These are not "common." Plainly written, remember. **S. M. BOWLES**, Woodford City, Vt.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. **BRUCE & COOK**, 190 Water St., New York.

STANDARD Type Foundry printing outfits, type, original borders. 250 Clark St., Chicago.

STEREOTYPE, linotype and electrotype metals; copper anodes; zinc plates for etching. **MERCHANT & CO., Inc.**, 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, L'ud, 10 Spruce St., New York. Special prices to cash buyers.

A GOOD cut helps any ad. We are makers of the very best engravings—all processes—and our prices are the sort that suit. **CHICAGO PHOTO ENG. CO.**, 79 5th Ave., Chicago.

STEREOTYPES.

FOR a dozen years we have furnished newspapers all over the United States four or five million of columns of reading matter yearly in stereotype plate form for use upon our patent base. We now offer to make stereotype plates for all advertising purposes for all advertisers, utilizing the facilities of fifteen complete manufacturing establishments, scattered all over the United States. **AMERICAN PRESS ASSOCIATION**, 45-47 Park Place, New York.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

"**THE** very button" (Shakespeare) for advertisers is our coat lapel button, made and designed to suit any business. Write for quantity prices. **THE PERTIBONE BROS. MFG. CO.**, Cincinnati, Ohio.

FOR PREMIUMS to give customers of retail stores nothing equals our Standard Novels, by famous authors, printed with your own special advertising on every page. Send for sample and prices. **OPTIMUS CO.**, 31 Rose St., N. Y.

MAZZAROTH—The wonderful number and circle of time. Beautiful picture 25x32 inches; 14 colors illustrating the finding of Eden and the Tree of life. By mail 50 cents. \$100 reward for best explanation. **J. M. BIGGS**, Louisville, Ky. Box 945.

ILLUSTRATORS AND ILLUSTRATIONS.

H. WOODWARD ROGERS; studio 24 West 22d St., New York.

LETTER designing, etc., since 1880; ink or colors. **J. H. GRATACAP**, East 175th St., N. Y.

HANDSOME illustrations and initials, 5c. per inch. Send 2c. stamp for pamphlet. **AMERICAN ILLUSTRATING CO.**, Newark, N. J.

NEW process cuts. 1 col., \$1; 2 col., \$2; work well on any press or paper. Perfect reproduction. Investigate. **BUCHER ENGRAVING CO.**, Columbus, Ohio.

"**CUTE CUTS**"—I illustrate catch-lines for merchants and newspaper "Want Ads." Write Friday. **JAMES HANNERTY**, Olympic Theater Building, St. Louis.

A **CHRISTMAS** number of any special edition calls for cuts. We can save you money, Mr. Publisher, and there is no better work than ours. **CHICAGO PHOTO ENG. CO.**, 79 5th Ave., Chicago.

FOR SALE.

5-LINE advertisement, 41. **WISCONSIN AGRICULTURIST**, Racine, Wis.

\$3.50 BUYS 1 INCH. 50,000 copies Proven. **WOMAN'S WORK**, Athens, Ga.

THE common sense argument that I put into an ad makes sales. **SOL. NEUMANN**, San Bernardino, Cal.

FOR SALE—One Campbell Country Cylinder Press, with steam engine, boiler and fixtures. Have been used but seven months. Address "J. H." care Printers' Ink.

\$1.50 for best single column half-tone portrait. Other work as cheap in proportion. Designs furnished for advertisement illustration. **CHICAGO PHOTO ENG. CO.**, 79 5th Ave., Chicago.

FOR SALE—Paying independent weekly in Eastern Pennsylvania. Only paper in town. Fine country surrounding. Large run of ads and job work. Satisfactory reasons. Address "ACIP," care Printers' Ink.

FOR SALE—A country weekly, 8 pages; including job printing dept., good-will. Four years old and on a paying basis. Healthy country and cheap living. Good prices for work. Address "REM," care Printers' Ink.

FOR SALE—Half interest in a paying daily and weekly in Western Pennsylvania. Sickness and death in family cause of selling. Less than \$2,000 takes it. Big bargain, if sold at once. "W. X. E." care Printers' Ink.

PRINTERS.

2,000 XXwhite 6% envelopes for \$2.50 check.
WILCOX, the Printer, Milford, N. Y.

\$1.25 BUYS 1,000 No. 6 bill-heads, printed to
order. 5,000 lots, \$1.10. COOK, artist
printer, Madison, Me.

THE LOTUS PRESS (Artistic Printers), 140 W.
23d St., New York City. (Read our new plan
under Advertisement Constructors.)

NOTE-HEADS, envelopes, bill-heads and state-
ments. \$1 per 1,000; letter-heads, 8x10½, \$1 50.
Samples free. GALENA PUB. CO., Galena, Kan.

ADVERTISEMENT CONSTRUCTORS.

APTads. CURRAN.

A D-SMITH. S. M. BOWLES. Write.

JOHN CUTLER, Writer of Advertising, New-
ton, Mass.

ADS that bring business. H. L. GOODWIN,
Phillips, Me.

ADS—Terse, truthful, incisive, convincing. W.
N. WESTON, 910 G St., N. W., Wash., D. C.

GET my argument before you order ads. JED
SCARBORO, Arbutuck Bldg., Brooklyn, N. Y.

RETAILERS—10 ads, 10 cuts, \$10. No "slop"
work. O. COHEN, P. O. Box 88, New York.

FOUR retail ads for \$1 to new customers. To
others \$1 each. Samples free. H. L. GOOD-
WIN, Phillips, Me.

GENERAL ads on technical subjects—medi-
cine, chemistry, patents, electricity—are a
specialty with me. R. L. CURRAN.

"MY BOOK, BY ME," will interest magazine
advertisers. It's free. W. CHANDLER
STEWART, 414 Elm Ave., Philadelphia.

THE only writer of exclusively medical and
drug advertising. Advice or samples free.
ULYSSES G. MANNING, South Bend, Ind.

ADVERTISEMENTS attractively displayed and
electrotypes furnished. WM. JOHNSTON,
Printers' Ink Press, 10 Spruce St., New York.

PETTING N. S. A. L. Co., Platte City, Mo.: circ.
free; Lightning Index 50c; 1500-act. Ledger
\$2.75, 2600 \$4.50, 3800 \$6.75, pre-paid; returnable.

A BOSTON house says: "You are a master of
your art." Sample ad, 50c; monthly service,
\$5. MINNIE WOODLE, 96 Fifth Ave., New York.

I STUDY the subject carefully before I write.
This is why I write good ads. Four trial ads
\$1. They will tell the tale. CHAS. A. WOOL-
FOLK, 446 W. Main St., Louisville, Ky.

BRIEF, plain-speaking ads. A 2c. stamp and
full particulars of your business brings five
of them. Then you send me \$5 or the ads, as you
please. W. S. HAMBURGER, 311 Fairmount Ave.,
Philadelphia, Pa.

PREPARING advertising matter is my sole oc-
cupation. Call and see me any day—from
10 to 12 if you wish to be sure to find me in.
Write any time. If you want my booklet send
10c. R. L. CURRAN, Room 1517, 150 Nassau St.,
New York.

PRINTERS' INK has declared me one of the
best advertisement writers in America. Any
advertiser who can pay \$4,800 a year for my
work alone, or \$3,000 a year for half time, please
address "VICTOR," care Printers' Ink. Best
references in both New York and Chicago.

CHICAGO has the Democratic Convention. This
shows Western enterprise. Chicago has a
specialist in clever illustrated advertising. He
shows Western enterprise. Write for his booklet.
It will convince you. His name and address:
W. H. MUNROE, Pontiac Building, Chicago.

THE advertisements that I put in type will
stand out over the heads of others in any
company. I know just enough more about the
printing business than the other fellow does to
make it to your advantage to come to me. No
matter who writes your advertisements, booklets
or circulars, it will pay you to have me do the
printing. WM. JOHNSTON, Manager Printers'
Ink Press, 10 Spruce St., New York.

THE ads I write and the booklets I write and
print are the best and always bring business.
They are to the point. My two booklets, 10c—
worth more. H. L. GOODWIN, Phillips, Me.

I WANT to hear from advertisers—retail or
wholesale—who are willing to contract for
their advertising for six months or more at very
reasonable rates, contracts to take effect Janu-
ary 1st. Medical, educational, commercial ads
or otherwise, except poetry. I write only what
I believe in. Advertisers using booklets should
write me anyway; I have a special good offer for
such. If interested, address CHARLES J. ZINGG,
Farmington, Me.

I AM an ad writer because I have a brain built
for the business and heartily love the work.
I have no other irons in the fire. I know I turn
out good ads, because sensible and successful
business men who employ me say so. I am not
boasting—simply claiming what I can prove—no
more. I want a few more regular clients. I have
every reason to know that I can do justice to
their work. Will you put me to the test? I two
retail ads, \$2; if illustrated, \$3. Copy for an 8-
page booklet on any special subject, \$15. JED
SCARBORO, 48 Arbutuck Bldg., Brooklyn, N. Y.

ARE you entirely satisfied with your printing?
Don't you wish sometimes that you could
send out matter as good as that which comes to
you in almost every mail? We are not spending
our money in PRINTERS' INK for fun. If we can't
do what we say we can, it would be most absurd
for us to advertise. Our proposition is to give
you better service in printing than you can get
any place else. That doesn't mean that we are
the highest priced printers in the world. We
merely charge what the work is worth. We give
you printing that is distinctive, that commands
a second glance—printing that gets itself read.
THE LOTUS PRESS, 140 West 23d St., New York
City.

OF value to you—Three dollars will bring you
copy and cuts for four cards, size 3x5 inches.
These are for counter distribution, to accompany
bills and packages, or to be sent alone. The il-
lustrations are excellent, and the wording pithy,
pointy and terse. I know by experience that
business literature arriving with a purchase is
favored by the best attention. These cards are
better than booklets for this purpose, since the
whole subject is seen at a glance, and while they
are artistic, cost one-fifth as much. Concerning
the printing, I can accommodate patrons with the
superior facilities which possess in that line
for \$12 for a thousand of each card, and \$5 for
successive thousands of each card. Postal will
bring you samples. FRANK B. BAGLEY, P. O.
Box 91, Philadelphia.

I HAVE been criticised for saying that I can in-
crease the business of any advertiser in Amer-
ica. But I can do it. Not by merely writing the
ads, but by managing the advertising. By plan-
ning, advising, writing, illustrating—by seeing
that the right ads go to the right spot—by using
newspaper space when it is best for the purpose,
and other methods when they are best. I am not
tied to any particular kind of advertising.
Write to me about it. Letter of advice to retail-
ers, \$10; letter of advice in other lines, \$25;
office consultation (by appointment only), 2 hours
or less, \$25; one illustrated medical ad, with
electro, \$35; six medical ads, no illustrations, \$50
to \$75; twelve medical ads, no illustrations, \$75 to
\$125; trade paper ads, \$2 to \$35 each; magazine
ads, \$10 to \$50 each; illustrated retail ads, \$20
each. CHARLES AUSTIN BATES, Vanderbilt Bldg.,
New York.

WE are prepared to serve business men in any
part of the United States without a cent of
cost for express or freight charges. We are pre-
pared to give them Lotus Press printing without
setting a type or starting a press. Our plan is to
tell some other printer how to do your work.
After you have prepared copy for any sort of
printed matter, send the copy to us. We will
undertake to give full instructions as to the way
the type should be arranged. We will select the
size of type, indicate display, tell all about
white space and borders, pick out the paper,
decide on the color of ink, and make everything
as plain as A, B, C. When the copy is returned,
you can give it to any printer you please. He
can go right to work without a bit of delay. The
whole thing will be as "plain to him as the nose
on his face." For this service we will charge a
fee. Just how much it will be can be learned by
writing to us about it. In closing copy. THE
LOTUS PRESS, 140 West 23d St., New York City.

BILLPOSTING AND DISTRIBUTING.

OLE HOLM, Stovanger, Minn.

BUS. AD. CO., 517 10th St., Wash., D. C.

RELIABLE names and addresses of all kinds furnished publishers, manufacturers of patent medicines, doctors and inventors. Names of persons using intoxicating liquors, tobacco, etc., a specialty. Circulars mailed. UNITED MFG & PUB. ADV. CO., Cohoes, N. Y.

ADVERTISING MEDIA.

ROCKLAND (MAINE) DAILY STAR.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

LEADING newspapers in Southwestern Ohio (outside Cincinnati). DAILY MORNING TIMES and EVENING NEWS, 14,000 daily.

In all America there are only eight semi-monthlies which have so large a circulation as the WISCONSIN AGRICULTURIST, Racine, Wis.

100,000 LAWYERS in U. S.—1 in 5 are successful—\$0,000 reached by "Selected Lists." Address "CO-OPS," Rochester, N. Y.

DETROIT COURIER. W. H. Smith & Co., Buffalo, write: "We are well pleased with results from our ad in your paper." Ad rate 13 times at 4c. line.

HARMAN'S JOURNAL OF WINDOW DRESSING, a monthly publication. Illustrated displays. Third year. Send 25 cents for trial copy. 135 E. Clark St., Chicago.

THE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$3.00 a year. Leading advertising medium in its territory.

IF in doubt as to V. P. Map advertising, look into the Saratoga Restaurant, 108 E. 23rd St., any noontime. For particulars address H. FRANK WINCHESTER, 10 Spruce St., N. Y.

BILLBOARD ADVERTISING reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U. S. and Canada monthly. Sub'n \$1 per yr. 25c. line. Cincinnati, O.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 575, New York.

GOOD HOUSEKEEPING,

Springfield, Mass.,

desires good and appropriate "ads," because it gives first-class service and the fact that it appeals to the very best class of American housekeepers, who are really the buying class.

It is an axiom that "woman's taste and good judgment unlock the pocket-book for all home needs." She guides the family expenses and purchases nearly all the good things for comfort and adornment. Hence reach her through Good Housekeeping.

Published monthly by Clark W. Bryan Co. Address communications about advertising to

H. P. HUBBARD, 38 TIMES Bldg., N. Y.

ARRANGED BY STATES.

Advertisements under this head, 50 cents a line. Must be handed in one week in advance.

ARKANSAS.

THE ARKANSAS METHODIST has larger circulation in Arkansas than any other paper.

The Arkansas Gazette

Daily and Weekly, goes into every nook and corner of Arkansas, and circulates in much adjacent territory. Advertisers cannot afford to omit THE GAZETTE from their lists when placing advertising in the great Southern field. For rates and any other information, address

GAZETTE PUBLISHING CO.,
Little Rock, Ark.

CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, LOS ANGELES TIMES. Circ'n over 16,000 daily.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 185-187 World Bldg, New York, N. Y., sole agent. **13,000** guaranteed.

THE great California fruit-growing district of which San Jose is the center is thoroughly covered by the DAILY SAN JOSE MERCURY. Sample copies free. For advertising rates in daily or weekly address MERCURY, San Jose, Cal.

THE EXAMINER has a larger daily circulation than all the other morning papers in San Francisco combined, and the largest circulation of any daily west of Chicago, while the weekly EXAMINER has the highest circulation yet accorded to any paper west of the Missouri.—From *Printers' Ink*, issue of July 5, 1895.

ILLINOIS.

JOLIET, population over 35,000 in township, 6,000 homes. DAILY NEWS sworn circulation to subscribers 5,148. Can any paper in America beat this honestly? Write for particulars.

IOWA.

DUBUQUE HERALD, founded 1838. Family circulation; up to date; circulation steadily increasing. Is it on your list?

ONE county and one town fully covered by one paper. The WEEKLY BISTINEL covers Carroll County better than any other paper. Circulation guaranteed by Rowell to be larger than any other weekly in the county. The DAILY SENTINEL is the only daily in city or county. Fills the field. Advertising rates based on circulation. Carroll, Iowa.

KENTUCKY.

LOUISVILLE SUNDAY TRUTH, 12,600 copies each issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year. Send for rates and copy of TRUTH to H. D. A COSTE, 38 Park Row, New York, Special Newspaper Representative.

THE FARMERS' HOME JOURNAL, LOUISVILLE, KY.,

goes to the better class of farmers and stockmen in Kentucky and Tennessee every week. It is read and trusted by them as their business paper. It was established in 1865. Its readers usually have money to buy what they see advertised if they want it. Sample copy free.

MASSACHUSETTS.

25 CENTS, 35 words, 5 days. ENTERPRISE, 25 Brockton, Mass. C'n 7,000. No slide ad. Displayed ads 17c. per inch per day. "The Daily ENTERPRISE is one of the best managed dailies to be found in the United States of any city of the size of Brockton."—*Printers' Ink*, Jan. 9, 1895.

MICHIGAN.

THE 800 DEMOCRAT, Sault Ste. Marie, Mich. It should be on your list.

DETROIT COURIER. "We are pleased with results from our ad in your paper."—W. H. SMITH & Co., Buffalo. Ad rate 13 times at 4c. line.

JACKSON (Mich.) PATRIOT, morning, Sunday and twice a week; also **EVENING PRESS**. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. The leading advertisers in the country are represented in their columns. Information of H. D. LA COSTE, 38 Park Row, N. Y.

MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

MISSOURI.

KANSAS CITY WORLD, daily exceeding 25,000, Sunday 30,000.

GAZETTE, West Plains, Mo., leading paper in county. Best farming and fruit-growing district in West. For rates, etc., address H. FRANK WINCHESTER, 10 Spruce St., N. Y.

TO reach the 50,000 lead and zinc miners of Southwest Missouri, use the columns of the **Webb City Daily and Weekly SENTINEL** (successor to the **Times**). A live, progressive and up-to-date newspaper.

MONTANA.

THE LIVINGSTON ENTERPRISE: eight pages; all home print. Circulation exceeds 1,000.

HELENA INDEPENDENT—6,340 Daily, 6,340 Sunday, 3,385 Weekly. Leading newspaper in Montana. Rowell's Directory gives it five times the circulation of any other Helena daily.

NEW JERSEY.

THE DECKERTOWN INDEPENDENT has the largest circulation of any paper in Sussex Co.

WOMEN are great readers of the **Red Bank REGISTER**, because it gives special attention to church news, social events, births, marriages, deaths, and general personal happenings.

NEW YORK.

QUEEN OF FASHION, New York City. Issued monthly. A million copies a year.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of **BRAINS** free. Advertising rates on application. **BRAINS PUBLISHING CO.**, Box 572, New York.

ELMIRA TELEGRAM.

ELMIRA, N. Y.

Known Circulation Over One Hundred Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent. Rooms 13, 14 and 15 Tribune Bldg., New York City.

NORTH CAROLINA.

DURHAM STORY PAPER AND BUSHY AGENT circulates in every State. 10 cents a line.

CHARLOTTE'S population, census of 1880, was 11,567, census of 18.5 was 19,861. The **News** is the only evening paper. Of course it is a good advertising medium. Its circulation increased more than 500 in the last nine months.

OHIO.

DAYTON MORNING NEWS, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly.

THE PRESS, Columbus, only Democratic daily in Central Ohio. F. J. WENDELL, sole advertising agent, Tribune Bldg., New York City.

PENNSYLVANIA.

THE PATRIOT, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 8,000 daily, 5,000 weekly. Rates low. Population 54,000.

THE SCRANTON TRUTH, an independent afternoon newspaper. Circulation over 13,000 copies daily. Largest daily circulation in Pennsylvania outside Philadelphia and Pittsburgh; largest daily circulation on the Lackawanna line between New York City and Buffalo. **BARRETT & JORDAN**, Proprietors, Scranton, Pa.

INTELLIGENCER, Doylestown, Pa. Oldest papers in the county—weekly established 1804, daily established 1886; staunchest papers in the county; the only journals owning their home; only exclusively home-made papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. **PASCHALL & CO.**, Doylestown, Pa.

PROOF Positive! The fact that the **Chester TIMES** has more advertising from the great Philadelphia stores than some of the city dailies is pretty good evidence of its high standing in the State. No paper reaches a better class of readers, those who know what they want and have the money to buy it. Thirty-two thousand of them. **WALLACE & SPROUL**, Chester, Pa.

TENNESSEE.

CHATTANOOGA, Tenn., has 50,000 people. The **EVENING NEWS** has 35,000 readers. It is an up-to-date newspaper, full Associated Press day report, Mergenthaler machines, perfecting press. Serves all nearby railroad towns every day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

TEXAS.

THE CITIZEN DEMOCRAT has the largest circulation in Robertson County, Texas.

VIRGINIA.

LYNCHBURG NEWS has the largest circulation of any paper west of Richmond. Has only one rate for advertising. No "special" prices to any one. Any information of H. D. LACOSTE, 38 Park Row, New York, Manager Foreign Advertising.

THE STATE, Richmond, the leading evening paper in a community of 125,000 people, publishes full Associated Press dispatches, and is a live, up-to-date family newspaper. New management, typesetting machines, new press and many improvements. Greater local circulation than any other Richmond daily. Prices for space of H. D. LACOSTE, 38 Park Row, New York.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the **Times**, has the largest circulation of any evening paper north of San Francisco.

WISCONSIN.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in the State. Rates only 30 cents a line. Circulation over 20,000.

SUPERIOR TELEGRAM, 5,500 daily, every evening except Sunday. Associated Press franchise (operator in its own building); Mergenthaler typesetting machines; has its own artist. Largest circulation in Northern Wisconsin. Prices for advertising of R. D. A. COSTE, 38 Park Row, New York, Special Newspaper Representative.

CANADA.

BIG city dailies claim to do it all. They do reach a handful of business men and politicians in the towns, but wise advertisers reach the people by aid of the best local papers. The **BREMEN RECORD** (d and w) is clean, bright and popular and goes into more homes in its territory than any other newspaper. Rates on application. W. V. UTILEY, Mgr., Berlin, Ont.

HAWAIIAN ISLANDS.

STAR—Daily and weekly. The live, popular paper of the country. Covers the group completely. Send for samples. Honolulu, H. I.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 40 cents a line, for each insertion. One line inserted one year, 52 weeks, for \$28, 6 months for \$15, 3 months for \$8.50, or 4 weeks for \$2. For the publisher who does not find the heading he wants a new heading will be made to specially fit his case.

ADVERTISING.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of **BRAINS** free. Advertising rates on application. **BRAINS PUBLISHING CO.**, Box 573, New York.

AGRICULTURE.

BREEDER AND FARMER, Zanesville, O.
PACIFIC RURAL PRESS, San Francisco, Cal.
WISCONSIN AGRICULTURIST, Racine, Wis.
FARMERS' HOME JOURNAL, Louisville, Ky., goes weekly to 15,000 of the wealthiest farmers of Kentucky and Tennessee.

BOOTS AND SHOES.

"**BOOTS AND SHOES**" WEEKLY, N. Y. City.

CARRIAGES AND WAGONS.

THE HUB, 247 Broadway, New York. The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world.
THE HUB NEWS, 247 Broadway, N. Y. The only weekly paper published in the interests of vehicle mfrs. and dealers.

COAL.

COAL TRADE JOURNAL, New York City.

DANCING.

THE BALL ROOM, Kansas City. Semi-monthly.

EDUCATIONAL.

THE SOUTHERN SCHOOL, Lexington, Ky., 1895. Sworn circulation 6,000 copies weekly—largest circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy free.

GROCERIES.

GROCERY WORLD, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

FASHIONS.

QUEEN OF FASHION, N. Y. City. Issued monthly. A million copies a year.
THE WAVE, San Francisco, Cal. 13,000 weekly.

HARDWARE AND HOUSE FURNISHING.

HARDWARE DEALERS' MAGAZINE. Largest circulation in its field.
D. T. Mallott, Pub., 871 Broadway, N. Y.

HISTORICAL.

THE AMERICAN HISTORICAL REGISTER, a Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 130 S. Sixth St., Philadelphia, Pa.

HORSE INTERESTS.

COACHING Philadelphia, Pa. 4,000 monthly.

HOUSEHOLD.

WOMAN'S FARM JOURNAL, St. Louis, Monthly.
DETROIT COURIER. "We are pleased with the results from the **COURIER**."—W. H. SMITH & Co., Buffalo, Dec. 30, '96. Ad rate 13 times at 4c. per line.

KNIGHTS OF PYTHIAS.

THE KNIGHTS' JEWEL, Omaha, 60,000 yearly.

LARGEST CIRCULATIONS.

ELMIRA, N. Y., TELEGRAM: Over 100,000 weekly.

LITERATURE.

THE WAVE, San Francisco, Cal. 13,000 weekly.

LUMBER.

SO. LUMBERMAN, Nashville, Tenn. Covers South

MEDICINE AND SURGERY.

WESTERN MEDICAL AND SURGICAL REPORTER, St. Joseph, Mo.

MILITARY.

CANADIAN MILITARY GAZETTE, Montreal, Que. Only publication of its class in Canada.

MINING.

MINING AND SCIENTIFIC PRESS, San Francisco.

NEWSPAPER CLIPPINGS.

THE CLIPPING COLLECTOR, a monthly magazine devoted to the collecting of newspaper clippings for pleasure or profit. One dollar a year; ten cents a copy. 3 Dey St., New York.

PAINTING.

PAINTING & DECORATING, 247 Broadway, N. Y. The finest and most complete paper published for the trade—one issue worth more than price of a year's subscription.

PARKS AND CEMETERIES.

PARK AND CEMETERY, Chicago. Monthly.

PRINTING INDUSTRIES.

PAPER AND PRESS, Philadelphia, Pa. The leading technical magazine in the world of its class—indorsed by and circulating exclusively to employing and purchasing printers, lithographers, book binders, blank book makers, manufacturing stationers, engravers, etc., etc. Sample copies and rates on application.

RELIGION.

THE ADVANCE, Congregational weekly, Chicago, Ill. Average issue in 1895 was 23,477.

SOCIETY.

THE WAVE, San Francisco, Cal. 13,000 weekly.

SPANISH.

REVISTA POPULAR, established 1883. Largest Spanish circulation in the world. Translations in all languages: 46 Vesey St., N. Y. City.

SUNDAY PAPERS.

ELMIRA, N. Y., TELEGRAM: Circulation over 100,000 copies weekly.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

WOMEN.

QUEEN OF FASHION, New York City. Issued monthly. A million copies a year.

CONSISTENCY, TH

From the 1895 Edition American Newspaper Directory.

CHRONICLE; every morning, and **WEEKLY**, Thursdays; independent; daily and weekly twelve pages 17x23, Sunday twenty-four pages; subscription—daily with Sunday \$6.70, weekly \$1.50, Sunday \$2; established—daily and Sunday 1865, weekly 1874; M. H. de Young, editor and publisher; circulation—daily B*, weekly D** K. Office cor. Market Geary and Kearney sts.



EXAMINER; every morning, and **WEEKLY**, Thursdays; independent-democratic; daily twelve to sixteen pages, weekly sixteen pages 17x22, Sunday twenty-four pages; subscription—daily (including Sunday), \$1.90, Sunday \$2, weekly \$1.50; established 1865; W. R. Hearst, editor and publisher; circulation, actual average for the past year—daily 72,541, weekly 79,419.

Advertisement.—The **EXAMINER** has a larger daily circulation than all the other morning papers in San Francisco combined. It not only has the largest circulation of any daily on the Pacific Coast, but it is also larger than that of any other daily issued west of Chicago. The edition of the **WEEKLY EXAMINER** is greater than that of any other weekly west of St. Louis, and exceeds the total issues of all the weekly editions of the other San Francisco dailies combined. E. Katz, Eastern Agent, 186 World Building, New York City.

The weekly issue of the San Francisco **EXAMINER** has the highest circulation yet accorded to any paper west of the Missouri. The next largest is given to the daily edition of the **EXAMINER**. Both of these have credit for 30,000 regular issues more than is accorded to any other daily or weekly in the State of California.

THE **CHRONICLE** is now using space in *Papers* the subject, it would appear that you, with eyeside Why? Do you expect to get a higher rating in the make a statement of circulation more definite than do that, Mr. De Young. Why did you not furnish a Because you know the Directory offers \$100 in the Mr. De Young, we are laying for you.

E. KATZ, Eastern Agent, 186 World

THU ART A JEWEL!

From the San Francisco Chronicle of September 25th.

The FOURTH ESTATE in a recent issue took occasion to properly characterize *Printers' Ink*, the publication conducted by George P. Rowell for the purpose of extorting money from newspaper publishers. The disreputable sheet alluded to makes a business of booming the circulation of newspapers advertising in its columns, and to incidentally defame those proprietors who refuse to stand and deliver. Mr. Rowell has claimed to print a Directory, giving trustworthy information to advertisers, but the value of his publication may be inferred from the fact that its chief revenue is derived from the advertisements of newspapers. It is absurd to suppose that a newspaper whose proprietor consents to hand over a few thousand dollars annually to Mr. Rowell will not receive better treatment than the one with independence enough to refuse to pay for advertising which cannot possibly benefit him. There are some papers whose owners imagine that it pays to buy favorable notices from newspaper directories like that of Rowell by inserting advertisements at good round prices, but they are throwing away their money. Merchants and others who have occasion to use the advertising columns of daily papers are too shrewd to pay any attention to the opinions purchased in this fashion.

Printers' Ink. Mr. De Young, after your remarks on eyes wide open, are a party to a blackmailing scheme. g in the forthcoming '96 Directory? You will have to that "over 68,000 daily" if you do. You do not dare turn a statement of circulation for the '95 Directory? o in the figures it gives are proven false. Look out,

36 World Building, New York City.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ISSUED every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

FOR ten dollars, paid in advance, a receipt will be given covering a paid subscription from date to (January 1st, 1901) the end of the century.

BEING printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

PUBLISHERS desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

IF any person who has not paid for it is receiving **PRINTERS' INK**, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

CIRCULATION: A detailed statement of the number of copies printed of every issue of **PRINTERS' INK** for the full year 1896, prepared to be placed on file with the editor of the American Newspaper Directory, so that the circulation may be correctly rated in the issue of that book for 1896, shows that the actual average edition for the year was 21,913 copies; for the last six months, 22,431 copies; for the last three months, 24,384 copies and for the last four weeks, 27,100 copies. The smallest issue during the year numbered 14,300 copies. The largest, 40,300 copies. The year 1896 opened with nearly twice as many names on the subscription list as had place there at the beginning of 1895.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 138 Fleet St.
CHICAGO, BENHAM & INGRAHAM, 145 La Salle St.

NEW YORK, JANUARY 29, 1896.

THE circulation of a newspaper is expressed by the number of complete copies printed. What is done with the completed copies has a bearing only in fixing the value or character of the circulation.

POSTER collectors have now an organ. Mr. Will M. Clemens has just begun the publication of *The Poster*, a monthly, at \$1 a year. Mr. Clemens says there are five thousand collectors of posters in existence, a large proportion of whom he expects to interest in the new periodical.

THERE is money in the ad-writing business and the field is open to all, but the man who has one bright idea accepted and paid for must not allow himself to be unduly elated. To be successful, ideas must have a steady flow and the brain, even if bright, must be worked to the utmost.

THE publisher who desires to be honest with his patrons cannot offer a sound reason for refusing to inform them as to the actual issue of his paper. The man who buys advertising space pays for it on a basis of circulation, and is entitled to a statement—proof positive if necessary—that he is getting exactly what he pays for.—*Joseph K. Dunlop, Journalist, Chicago.*

DURING the week ending January 22 **PRINTERS' INK's** subscription list was lengthened by the addition of 750 paid-in-advance subscribers.

It is wonderful to note how universal the use of the typewriter is becoming. Everywhere one hears the click-click of the machine, and by far the majority of business letters appear in neat, bold type, that one can read without using the microscope and swearing over illegible penmanship. It has become an accepted fact that the quality of a man's business is judged from his correspondence, and a typewritten letter or order receives prompter consideration than others.

I HAVE always believed that "honesty is the best policy" applies to a newspaper in its statements of circulation just the same as it does in all other matters. An advertiser certainly has as much right to know the actual circulation for which he is paying as the publisher has to know the number of pounds in a carload of paper that he pays for. I have always found it to pay to give complete statement of circulation, and have always done so.—*Otto A. Meyer, Publisher Utica Press.*

THE actual average circulation of *McClure's Magazine* for the year ending February, 1896, has been 147,535; but the rate of increase is so rapid that the publishers guarantee to advertisers an issue of over three million for the entire year 1896. It is a noticeable fact that *McClure's* is the only one of the magazines of great issue from which the publishers of the American Newspaper Directory have, thus far, been able to obtain a detailed circulation statement, duly signed and dated.

THE story of a circulation fraud, given in this issue of **PRINTERS' INK**, is interesting. **PRINTERS' INK** is of opinion that every publisher owes it to himself, to the good name of the press and to the interest of advertisers to expose a circulation fraud by a competing journal whenever practiced. Advertising rates are based on circulation and character, and when a publisher has so little of the latter as to make it seem to him expedient to falsify the former, his competitor has no fair chance with him while his methods remain unexposed.

A PRETTY picture is not necessarily a striking poster, and a lot of explanatory matter which is in place in a pamphlet will not be read if posted on a wall. These facts seem obvious enough, but are entirely ignored by many advertisers.

A WIDE field is opening for the commercial designer. This truth is becoming more apparent every day. Novel conceptions for catalogues, bill-heads, magazine-covers, calendars, letter and bill-heads, etc., are showered upon the market in countless numbers and the designer is kept busy. If he is a good one his services are in great demand.

A DEALER in printing inks has published for four consecutive weeks in these pages the statement that with the exception of himself, and possibly one other house, there is not a manufacturer or dealer in printing inks in the United States who is not in the habit of bribing pressmen and others for the purpose of influencing the trade. The most surprising thing about these announcements appears to be the fact that no one takes any exception to them. Everybody treats them as a matter of course and no news. If there does exist a single manufacturer or dealer who is willing to state over signature that he does not practice or permit such a usage in the conduct of his business, space in these pages shall be granted for such denial without any charge whatever.

THOSE who imagine that the Philadelphia *Item* is an "accidental" success, are mistaken. During the past ten years the *Item* has spent \$650,000 in "pushing" the paper. Much of this was spent in PRINTERS' INK to bring it prominently before foreign advertisers. It is said that the *Item* has never given away a free copy, its manager, Mr. Harrington Fitzgerald, always insisting that if it was worth having it was worth paying for. It is also said that the *Item* is the only paper in Philadelphia that never solicits advertisements of any kind, and it has no branch agencies for receiving advertisements, everybody coming direct to the main office, in the center of the city, to place their announcements. The *Item* publishes an average of 10 or 12 columns of paid "wants" every day, and 16 to 20 columns Sunday.

It is said that, owing to the increasing number of one-cent dailies in this country, the United States mint has been obliged to coin \$150,000 in pennies per day since Dec. 1st.

It is said that no newspaper in Erie, Pa., ever had such a phenomenal gain in circulation as has marked the progress of the *News*. The *News* is also the official paper of the city.

PEOPLE who are specially interested in knowing what is and what is not a legitimate second-class publication are advised to send five cents to 52 William street, New York, and obtain a copy of the periodical called *Sound Currency*, published semi-monthly by the Sound Currency Committee of the Reform Club, and entered as second-class matter at the New York post-office. This publication is of special interest at this time, because it is very much of the same sort as those with which the country will soon be flooded for the purpose of forwarding the interests of the rival candidates in the approaching Presidential election. It is hard for a business man to understand why the reform clubs and campaign clubs, and State and National committees may have privileges in the mails which are denied to boards of trade, chambers of commerce, and organizations generally which have business rather than politics for their *raison d'être*.

CAPITAL NOT NEEDED.

The report of Charles E. Allen, assignee of the G. H. Powell Advertising Agency, of Springfield, Mass., is interesting reading. The entire indebtedness of the agency was \$42,493.64, of which \$34,736.44 was due to the 290 creditors assenting to the assignment. From all sources Mr. Allen managed to scrape together \$1,063.98, of which \$542.94 went to defray the charges of the assignee's trust. This left a dividend of 1½ per cent for the creditors. The *Evening Leader*, of Menominee, Mich., had a claim of \$52.70, and got 79 cents.—*National Advertiser*, N. Y. City.

To establish an advertising agency does not require capital. All that is needed to secure credit from publishers is a lithographed letter-head. An offer to duplicate their last order at a discount of 5, 10, 15 or 20 per cent from rates now paid fascinates advertisers. With business secured and credit established nothing more is needed for a while. When the time comes, however, an assignee is no harder to obtain than the previous requisites.

SHOULD PHYSICIANS ADVERTISE?

To the Editor of the N. Y. Sun :

SIR—Every reporter who has ever had an accident to write up has been called upon by his duties to see the physician in the case, and the first thing he discovers is the physician's anxiety to get his name in the paper. This is especially noticeable when the accident happens to any one of sufficient importance to excite general interest among the public. Perhaps in the whole history of a reporter's experience there is not an instance where a physician in a reputable case has begged that his name be kept out of print. And why is it so? If the solicitor of advertising for the paper should go to this same physician and ask him for his card, he would have a spasm of horror at the proposed sacrifice, for by the medical code it is sacrilege or something worse to put his card in the public prints and pay for it. There is no question that he realizes the value of judicious advertising, but, by some old-fashioned, moss-back tradition of the profession, to advertise his business would be the destruction of his reputation among his fellow physicians. Possibly if he were to advertise after the manner of those who go in for display there might be objection, but to confine himself simply to a card giving his address and office hours would not only be of advantage to him, but to many strangers who unexpectedly need the services of a physician without knowing when or where to find one. The younger men of the profession realize the folly of adhering to the restrictions of this old-fashioned theory, but they will not acknowledge it, except among a very few of the bolder ones, and they submit because their predecessors have submitted, and not because they think it is the correct thing to do. No profession is quite so punctilious as the medical profession, and surely none is so little sympathized with in its punctilio by its clients. When a man gets sick or hurt he wants to be cured, and he wants no ceremony about it. He doesn't stop to inquire whether the healer has moss on his back or a two-column advertisement in the newspaper, so long as he can do what is required of him. For this reason, if for no other, couldn't physicians afford to throw tradition to the dogs and substitute a healthful dose of common sense and modern methods?

I am a reporter, but I am studying medicine, and I want to know about this.

Brooklyn, Jan. 11.

F. A. X.

It is probable that a reason why physicians persistently refuse to advertise may be found in the undoubted fact that a physician's advertisement, in order to be successful, must claim more than is reasonable. PRINTERS' INK believes that many physicians would be willing to advertise provided an advertisement would be profitable without setting up extravagant claims. Physicians' advertisements are, as a rule, based upon the theory that those who read them are idiots of the first degree, and the physician who is also a gentleman justly hesitates before allowing his name to be attached to announcements of this sort.

A COAL dealer's ad should carry weight.

DEAD BEAT ADVERTISERS.

JOURNALS TO ORGANIZE FOR PROTECTION.

From the Western Penman for January, Cedar Rapids, Iowa.

The Western Penman management has, from time to time, been annoyed by a class of advertisers who, through misrepresentations, secure advertising space which they never pay for. We refuse advertisements almost daily, and use the utmost caution as to the class of advertisements accepted, and the responsibility of those from whom they come. Our terms of cash in advance, except in cases of long term contracts where first-class references are given, keep from our columns objectionable advertisements from irresponsible advertisers, and yet, notwithstanding all of these precautions, we occasionally get bit.

The editor of *The Penman* has been in correspondence with various journals regarding the organization of a national association for protection, and is meeting with great encouragement. Reliable advertisers will indorse such an organization and aid it to the fullest extent. The public will also aid the movement, as it is in their interests as much as any class.

From a letter received from R. J. Guinn, manager of the *Southern Educational Journal*, Atlanta, Ga., we quote a portion as follows:

"I agree with you perfectly in the matter of clubbing together for mutual protection from dead beat advertisers, and if you will start the matter I shall be glad to hold up your hands and give you any assistance in my power. There are too many advertising swindlers now, and nothing would give me greater pleasure than to assist in putting them down."

The editor of *The Penman* will be glad to hear from other journals along this line.

The newspaper publisher who needs an organization to keep him from trusting irresponsible strangers would be likely to look with favor upon an association having for its object protection from crows and buzzards, which otherwise might eat him up from time to time on his way to or from the Sunday school.

OYSTERS!!

Season opens Saturday, Aug. 31.

Oh, what can compare with a good OYSTER supper.

A pair of bright eyes and a rapturous kiss? "There's nothing," I hear the young fellows mutter.

WE furnish the Oyster; YOU rustle the MISS.

Mr. Reginald F. Mead (P. O. Box 686), Spokane, Washington, sends out the above as a specimen of what he can do in the way of constructing rhyming advertisements. "I can construct catchy rhymes on any subject your subscribers require," says Reginald in a letter to PRINTERS' INK. Ad-smith Mead will do well to keep out of vicinity of A. Comstock.

TOO SMALL FOR A RATE CARD.

[WHEN NEEDED SHOULD BORROW ONE FROM A NEIGHBOR.]

Office of
"THE GREENVIEW MAIL,"
C. L. HOPKINS, Ed. and Prop.
Established in 1885.
Guaranteed circulation 600.
GREENVIEW, Ill., Jan. 14, 1896.

Editor of PRINTERS' INK:

Can you suggest a basis of advertising rates for a weekly of 600 circulation?

C. L. HOPKINS.

Charge just as much as you dare to, but don't refuse any reasonable offer. The well-informed general advertiser knows that composition in a paper of 600 circulation costs more than the space is worth. The local advertiser has a better chance for getting a profit out of what you offer. Be certain where your money is coming from before you start a new advertisement. If you are going to do advertising free, do it for your friends and neighbors. Don't let fakirs work you. All the advertising agents and all your successful competitors recognize fake matter as soon as it appears in your paper, and they set you down as a donkey as promptly as they would if you were to write the word on a big placard and attach it to your back.

OUR POST-OFFICE.

A New York manufacturing company recently sent to PRINTERS' INK twenty-two daily papers received that morning from various parts of the country (all addressed to Harper & Brothers), with the indorsement:

"These were found in our newspaper mail received this morning, Jan. 18, 1896."

The papers contained in the package were the following:

Red Wing, Minn...Republican.
Milwaukee, Wis...Daily News.
Chicago, Ill...Times-Herald (2 copies).
Kansas City, Mo...Daily Journal.
Buffalo, N. Y...Enquirer.
San Jose, Cal...Daily Herald.
Worcester, Mass...Daily Spy.
Ottawa, Ont...Free Press.
Hartford, Conn...Weekly Times.
Kansas City, Mo...Times (2 copies).
St. Paul, Minn...Weekly Pioneer-Press.
Chicago, Ill...Daily Inter-Ocean.
Buffalo, N. Y...Evening Times.
Troy, N. Y...Morning Telegram.
Poughkeepsie, N. Y...News-Press (2 copies).
New Orleans, La...Times-Democrat.
Hartford, Conn...Courant.
St. Paul, Minn...Daily Pioneer-Press.

There was one other paper, the name of which could not be ascertained, being in a wrapper.

On being waited upon by a representative of PRINTERS' INK, the manager of the company said: "We get some of Harper & Brothers' mail every day."

"Do you mean every day?" said PRINTERS' INK's representative with some surprise.

"Yes," said the manager, "I believe that I may say with certainty that we get some of Harper & Brothers' mail every day. We don't often, however, get so large a batch as that I sent you this morning."

When PRINTERS' INK returned the package of wrongly-delivered papers to the New York postmaster, he said: "Much obliged. I'll stir 'em up a little."

IN SPANISH AMERICA.

The manager of the Spanish-American Press Association, at 100 Broadway, shows a long list of papers which that association represents in the literary sense, and he said that they were trying to make arrangements to represent the majority of them in the advertising department. He referred to the Spanish-American News Company, of 136 Liberty street, as the best place to get information about advertising in Spanish America at the present time.

At the Spanish-American News Company office it was learned that their manager, Mr. White, is at present in Mexico, but that he would be glad to give the information desired when he returned. When Mr. White left New York, he gave orders that two papers were to be forwarded to him regularly and no others. One of the two was PRINTERS' INK. The office of the Spanish-American News Company does not have a very busy appearance in Mr. White's absence.

Mr. Rose, of Scott & Bowne, who have done considerable advertising in Spanish-American countries, referred to Mr. Vaylis, of their office, who has entire charge of the Spanish-American business. Mr. Vaylis regretted that he could give PRINTERS' INK no information. He said that it had taken years of work and study, and an average expenditure of from one hundred to one hundred and fifty dollars a day in salaries to get the information which they possessed, and that they could not impart it, or any of it, through the columns of PRINTERS' INK.

The advertising manager of A. A. Marks, the artificial limb man, who has

also advertised more or less in that field, was next approached and was very cordial until the matter of Spanish-American advertising was mentioned, and then his face took on a forbidding appearance and he absolutely refused to convey any information on the subject.

PRINTERS' INK is of the opinion that dealings with the newspapers of Spanish-America are difficult for an advertiser to inaugurate and are generally unsatisfactory to a marked degree; but that on account of this very difficulty and the generally unsatisfactory nature of the dealings, those houses who do finally secure an acquaintance with the methods and once obtain an established trade, do thereby become possessed of advantages that are worth keeping and are, on that account, quite willing that the general public shall remain in ignorance.

A SECOND-CLASS POSTAGE QUESTION.

Sun and Shade is a monthly publication issued by the New York Photogravure Co., of 137 West 23rd street, New York City. It is about 12x15 inches in size, contains six or eight beautiful color plates, and 24 pages of interesting reading matter each issue, and is altogether a very meritorious publication. It is mailed in envelopes a little larger than the publication, and a sheet of thick, heavy cardboard is inserted with the paper, as a backing, to prevent it being bent, and the color plates from being defaced.

When Mr. Gayler, Assistant Postmaster of New York, was asked by a representative of PRINTERS' INK if this was permissible, he carefully looked over the paper, examined the sheet of board, the envelope, and then said, slowly:

"Yes, I should regard that as being permissible, and consider the board as part of the wrapper."

"Would a thin sheet of pine board be permissible, if used in the same way?"

"Yes, I should think so."

"How about a thin sheet of steel?" should consider it permissible, provided its weight was not greater than that of the publication itself."

I should like to see some one try it.

If you'd make your business pay,
Advertise—and that to-day.
Until you do your goods won't move,
So don't delay till times improve.

ENVELOPE ADDRESSING AS A SCIENCE.

GETTING NAMES FOR CIRCULARIZING— A LIBRARY OF DIRECTORIES.

A prominent New York business man recently said to PRINTERS' INK: "There is no question, from my experience, that the Trow Publishing Co. do far better addressing for general circular use than any company or firm that I have had experience with. Formerly we were told that it was fair to look for a loss of 15 per cent to wrong addresses, mistaken spelling of names and other similar errors, but through all our experience with the Trow Publishing Co. we have had that percentage reduced first to about two per cent, shortly afterwards to one per cent, and in one instance the loss in return circulars was less than half of one per cent. As an instance of our later experience with them, I will state that we have recently sent out to selected names in New York City over five thousand circulars, and those returned from wrong addresses, etc., will not number over fifteen.

"The facilities they have for addressing circulars in any particular line of business, in any particular neighborhood, and the successful manner in which they carry it out, not only so far as the selection of names is concerned, but also more particularly from the handwriting and care used in addressing the envelopes, is very remarkable. I remember an instance within the last few months where I telephoned to the company, asking how soon they could give us 2,500 selected addresses between Fulton street and Canal, and within not to exceed two blocks each side of Broadway, circulars to be sent only to select houses. The reply was that they could be furnished within two days after receipt of the envelopes. In less than an hour afterwards we telephoned to them asking their terms, etc., for 10,000 selected names from Washington Square north to Fifty-ninth street, not to exceed two blocks each side of Fifth Avenue, and how long it would take to address them, at the same time asking the time for sending out two other smaller lots of circulars, consisting of about 2,500 each. As a result of the work, the envelopes were all delivered in less than a week, including the time for having the envelopes made."

To PRINTERS' INK's inquiry—"Do

you know who the man is there who attends to the circular business?"—the answer was: "No, I never saw a man from there except a truckman. We do the business by telephone or ordinary correspondence."

A representative of PRINTERS' INK visited the Trow establishment in order to gain some information in regard to this branch of their business, and this is what he learned:

The Trow Directory and Printing Company, of New York, publish two or three directories each year—Trow's New York City Directory and Trow's Business Directory of New York City. Their offices are at 201 East Twelfth street. I interviewed Mr. Wilson, the manager of the addressing department. "The addressing department," he said, "was started as a side-line, or adjunct, to our directory department, but it has grown and spread out beyond all expectations. You see, when one of our directories is published, the men who have been working on it have no more work to do until we start on the next one, and the addressing department was started to keep them with us until that time, so that we would have experienced men all the time, and not have to break in a lot of new ones each time we started to canvass for the directory."

"How do we work? Suppose, for instance, you want to send out ten thousand circulars to stationers all over the United States. Would you buy a set of lists, or directories, and go over them carefully, marking the names you want used? This is work that the office boy cannot do. Then, when you finish, you turn the lists over to the clerks, who address the envelopes, fold and inclose the envelopes, attach the postage stamps, and mail them. How long will all this take, and how much will it cost you? Again, how much confidence have you that the work has been done just right, and as you want it?"

"Now, suppose you have your circular letter printed. It contains just what you want to say, and, as a circular should be, it says no more. These, with the requisite number of envelopes, you turn over to the addressing department, and the matter is off your mind until the bill comes in. Besides, you have the consciousness that the work is being well done."

"Suppose we go inside and see how the work is done. Here we have a library of over five hundred directories, which covers the whole of the United States. This library is not duplicated anywhere, and it is kept right up to date. We receive every directory published in the United States, as soon as it is issued."

"From these the names are selected, and the men address the envelopes rapidly and legibly. You see, they are trained to their work, and they understand how it should be done pretty thoroughly. Over at this table is another group of men folding the circulars and inclosing them as fast as the envelopes are directed. Over here the stamps are affixed, and the envelopes are done up in bundles for the mail, each section of the country by itself. Over here is a series of business directories of the entire world, in forty-two volumes, published by a German house. I don't know how many million names it contains, but it is pretty correct and up to date. By means of it we can reach Madagascar, Heligoland, Patagonia, Siberia

—in fact, everywhere where commerce has the slightest footing. We use this only for names outside of the United States."

"In the city of New York we can, of course, deliver circulars, etc., by hand. Here is a neat desk calendar which we are getting out for the Overman Wheel Company. They are going out by the thousand each day."

"The biggest order we ever filled? A short time ago we had one to address six hundred and fifty thousand envelopes, fold and inclose four circulars in each, and mail them. The whole work was completed inside of six weeks, an average of over one hundred thousand a week."

"In sending out anything in the shape of a circular letter, my experience has been that it is always best to seal the envelope, and pay two cents postage on each. Otherwise, they will receive absolutely no attention."

EDITORS IN CONGRESS.

There are twenty-seven editors in the present Congress. Nine other members were formerly in that profession and four others learned the printer's trade and followed it in their younger days. The list of editors is as follows:

Mr. Dingley, *Lewiston Journal*.
Mr. Boutelle, *Bangor Whig and Courier*.
Mr. Barrett, *Boston Advertiser*.
Senator Chandler, *Concord Monitor*.
Senator Hawley, *Hartford Courant*.
Mr. Quigg, *New York Press*.
Mr. Cummings, *New York Sun*.
Mr. McClellan, *New York Journal*.
Mr. Black, *Johnstown, N. Y., Journal*.
Mr. Mahoney, *Buffalo Express*.
Mr. Robinson, *Media, Pa., Ledger*.
Mr. Scranton, *Scranton, Pa., Republican*.
Mr. Acheson, *Washington, Pa., Observer*.
Mr. Russell, *Bainbridge, Ga., Democrat*.
Mr. Bartholdt, *St. Louis Tribune*.
Mr. Gibson, *Knoxville, Tenn., Daily Chronicle*.
Senator Pritchard, *Roan Mountain, N. C., Republican*.
Senator Butler, *Clinton, N. Y., Caucasian*.
Mr. Taft, *Cincinnati Times-Star*.
Mr. Downing, *Virginia, Ill., Enquirer*.
Mr. Perkins, *Sioux City, Iowa, Journal*.
Mr. Clark, *Keokuk Gate City*.
Senator Peffer, *the Kansas Farmer*.
Mr. Heatwole, *Northfield, Minn., News*.
Senator Mantle, *Butte, Mont., Inter-Mountain*.
Mr. Cannon, *Salt Lake Herald*.
—*San Francisco Argonaut*.

QUEEN VICTORIA'S SCRAP-BOOKS.

Queen Victoria has a large number of scrap-books filled with newspaper clippings and handsomely bound. This work is superintended by her secretary, who obtains from the press clipping agencies all the paragraphs which appear in the world's newspapers concerning her majesty and her family. The cuttings are sifted, selected and pasted, and the result is a very complete account of what was thought and said about by the royal family by the contemporary press. The Queen has, in addition, other scrap-books which are filled by her express superintendence. The cuttings in this case consist of any paragraphs which may happen to attract her interest or fancy.—*The Clipping Collector*.

TO CATCH the trade, use not one ad
Inserted week by week;
The modern reader loveth change,
To please him you must seek.



ADVERTISING IN LONDON.

—From Phil May's Annual.

A QUEER NEWSPAPER.

About the queerest newspaper is *Le Monaco*. It is issued weekly, is admirably printed on expensive paper, and its "news" consists almost exclusively of figures arranged in long columns. These figures tell in what compartment of the roulette-wheels in Monte Carlo and Spa the little balls have come to rest during a week's "business." The paper costs eight dollars a year, and the advertising rates are four dollars a line for "announces" and six dollars a week for "reclames."—*The Argonaut*.

Good advertising all the year
Need never give you cause to fear.

CIGAR ads naturally run to puffs.

STRAINING AFTER EFFECT.

Instead of writing plain sentences that appeal straight to the popular intelligence and can be readily understood by the common people, many adopt the grandiloquent style, which is seldom successful in an ad, and never so when written by an amateur. It is not easy to write good, sonorous, dignified English, which is in itself a good reason why an inexperienced writer should not attempt it, and in advertising it is not only difficult but useless. The plainer the words, the clearer the sense, the more forcible and convincing the logic, the more powerful is the ad as a seller of goods. Ingersoll is a clever orator and a complete master of rhetoric, and these are two reasons why I wouldn't care to employ him to write ads for me. His flow of language is against him. It interests and entertains, but it might not convince. It isn't plain enough. Everybody should be able to intelligently understand an advertisement, but it depends on the advertiser whether they do or not.

There is another mistake often made by the inexperienced writer—redundancy of words—which often tangles up the meaning of a sentence, and not infrequently perverts the sense of the sentence altogether. Here is an extract from the introduction to Adams & Co.'s ad in the Sunday papers of Dec. 15th:

"Economy, always judicious, is more so than ever in the holiday season, when one has usually more gifts they would like to give than they have money to buy them with."

I won't say anything about the grammar, though the singular and plural are sadly mixed up; but what does the sentence mean anyway? If a person has "more gifts that he would like to give than money to buy them with" what does he want the money for? The possession of the gifts—as implied in the sentence—would appear to satisfy the desire to present them without the aid of money. The writer of the above ad took twice as much of costly space as was necessary to make as clear as mud what might have been thus plainly put:

"Economy is needed most at Christmas, when we have to make more presents than we can afford."

Seventeen words instead of thirty-one—with the meaning not open to doubt—means a saving of about eight dollars in all the papers this ad appeared in. There is more money wasted in one year in useless and meaningless words and "straining after effect"—which is never thus acquired—than would pay an exorbitant salary to a man who knew his business and could satisfy the advertiser and his prospective customers.

JOHN C. GRAHAM.

STREET CAR ADVERTISING.

In local advertising the street car has its special opportunities. In an effort to catch the eye of the public this method is a success. It is respectably located, and, in an artistic sense, it is as attractive as respectable. Advertisement by placards on the leased portions of vacant lots, and on suburban fences, on the walls of deserted buildings and the sideboards of wagons, and in sundry other places where a painter's brush or a paste pot can do effective work are all useful in their way, but there is a kind of mobocracy about the display that is not always conducive to public faith in their value. In the panels of a street car it is otherwise. As yet these have not been invaded by nomadic merchants or fake advertisements. They generally represent home dealers and standard products.—*Age of Steel*.

Unique Hospitality.

One million free sample packages of the world-famous Quaker Oats are now being distributed in New York, Brooklyn and vicinity. As each package is enough for a breakfast for four or five people, it follows that four or five million good people hereabouts will share in this unique hospitality of the American Cereal Company, the manufacturers of this popular breakfast cereal. The American Cereal Company is the largest and best equipped cereal milling concern in the world. They buy only the best grain, and produce only the best cereal foods by the most scientific methods. They want everyone to know, by actual trial, that Quaker Oats is superior to any other breakfast cereal on the market. They say it is the best. You try your sample and you'll say it's the best. It couldn't be a bit better if it cost ten dollars a pound, but it's cheap. All the American Cereal Company asks is that you cook it according to directions on package. (No trouble at all.) A 70-page Cereal Cook Book free for the asking. You can buy Quaker Oats of your grocer.



Quaker Oats

Sold only in 2-lb. Packages.

MANY people have directed PRINTERS' INK's attention to this advertisement as a specially good one. It is reproduced here on that account. It appears in papers and magazines and is pretty certain to be seen and read.

INDIVIDUALIZING ADVERTISING.

If you were the only man advertising you would have a very easy time of it. You could put your advertisement in type discernible only by a microscope or you could put it in type so big that three letters would fill a page. People would read it all the same. It might be in the patois of the Bowery or it might be in the highest style of Johnsonian English which required a glossary for interpretation; it would be read. But, most unfortunately, you are not the only man advertising; everybody is advertising—this is the age of advertising. If you want your advertising to be seen, therefore, it must be individual—it must be different from the advertising of others, for if you run along in the worn groove comparatively few people will give you any heed.

A very good rule to follow in putting out your advertising is to see what other people are doing in the same medium or in the same line and do something different. For instance, if you are expecting to put out some advertising in your local paper look the paper over carefully and see if most of the advertisements in it are very much alike. If they are, cut yours according to a different pattern. If they run to big type try some small type yourself—long primer or small pica, or even brevier. If the other advertising is pretty densely black, give your own plenty of white space. If nobody else is using borders go in for borders. If the other advertising is all straight up and down try some of the oblique style yourself, with your head-lines in the upper left-hand corner and your firm name in the lower right-hand corner. If no one else is using illustrations by all means illustrate your advertisements. That will give you a marked individuality; and if others are advertising in broad generalities be specific, very specific.—*Indianapolis Journal*.

FROSTED GLASS WITH FIGURES.

For the production of such, glass crystal or flashed glass, no matter whether hollow or plate, is taken, the surface of which must be frosted. Upon this surface a thick, watery solution of ordinary glue is spread. In the case of plate glass it is advisable to spread this coat about $\frac{1}{8}$ -inch thick and as uniformly as possible. It is then dried at a moderate temperature of about 31-37° C. After perfect drying the glue coat contracts and becomes cracked. The edges of these cracks turn upward and the scales of glue formed thereby show the desire to peel off. The glue having entered the pores of the frosted glass surface, the glue scales, in peeling off, carry small splinters of the frosted glass surface with them, whereby bright, shining, shell-like indentations are formed. The peeling off of the glue and the tearing off of the glass splinters connected with it takes place irregularly, sometimes in closely adjoining, longer stripes, sending out broader or narrower leaf-like branches, which form a pattern similar to fern, as is seen in the ice on a window pane. The best results of this working method are obtained in the summer, when the glass articles treated with glue are simply exposed to the rays of the sun, which cause the glue coat to peel off within three or four hours. The glue scales can be collected and dissolved by boiling in water. The glass splinters sink to the bottom, while the upper, pure solution of glue is poured off and used again.—*Fachblatt*.

An optician's ads ought to catch the eye.

AN OLD ADVERTISER.

The late John C. Stockwell was probably the best known advertiser in New York City a few years ago. He conducted a waste-paper business at 23 Ann Street for forty years, and there was no known advertising device that he did not employ.

It was due to him that the law was passed prohibiting the posting of advertisements on the curbstones, which previously were plastered all through the city with his advertisements. Then he printed theater programmes with his advertisements all over them, and had men stand in front of the theater and hand them to persons entering.

He seized every opportunity to advertise his business. One day he saw a horse drop dead in front of the Astor House. Calling a man, he gave him a dollar and told him to stick one of his posters on the dead animal. It was done, and the horse advertised him before he had been dead twenty minutes. His trade-mark, "O. I. C.," with the I a painted eye, was known all over the country.

The adoption of this trade-mark arose in this way: He was talking about the subject of a trade-mark to his former partner, James Emerson, when Emerson said: "Oh, I see." "That's it," said Stockwell, "we'll use that for our trade-mark," and he made it known all over the country.—*National Advertiser*.

AN ADVERTISEMENT PARTY.

A company of girls and boys found in an advertisement party a pleasant variety in the matter of evening entertainments. Each one of the young people dressed in some manner that would suggest some well-known advertisement. One girl in cap, apron and kerchief, and with a small waiter in her hands, was easily recognized as the pretty chocolate girl of Baker's famous chocolate. One wearing a frock having huge, ham-shaped sleeves, was not hard to place as a recommendation of some celebrated hams. A lad with a bowl full of paper letters of the alphabet, H and O, which he pretended to be swallowing with great enjoyment, was at once identified as a champion of a popular breakfast-dish. That provoking and exasperating urchin, the grocer's boy, was employed to represent many household necessities; but his name was hardest to guess when, with a fringe of fish-scale paper round his jacket, he represented "Shredded Codfish." Some tiny maids, their dresses and heads ornamented with powder puffs, showed great precociousness in their knowledge of "Pozzoni's" and "Gossamer" face-powders, and the pearly teeth of the advocates of "Rubifoam" and "Sozodont" promised immunity from dental woes for many a year.—*Demorest's Family Magazine*.

AMERICAN JOURNALISM.

- 1704. 1—The Boston News Letter.
 - 1754. 9—Of which four were published in Boston.
 - 1776. 37—All weeklies, except one semi-monthly.
 - 1800. 200—Including 17 dailies.
 - 1828. 852—Issuing yearly 68,117,796 copies.
 - 1850. 2,526—Issuing yearly 426,409,978 copies.
 - 1880. 9,723—845 dailies, 7,500 weeklies.
 - 1895. 20,395—2,050 dailies, 14,685 weeklies.
- Missouri Editor*.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

WISCONSIN AGRICULTURIST,
RACINE, WIS.

Lynchburg NEWS (2,600 D. & S.
(8,000 Weekly.

A GENERAL TONIC.



A well-known society woman writes, Jan. 10, 1896: "With the approach of winter, each year, I have had attacks of bronchitis, and have been quite unable to leave the house. During the present season I have, almost every evening, taken one of the Ripans Tabules, and have been greatly benefited; have had less soreness of my throat, very little coughing, and have been in better health generally, than in several years. The Tabules act as a general tonic. When I have failed or omitted to take one, I have not felt as well the next day."

Ripans Tabules are sold by druggists, or by mail if the price (50 cents a box) is sent to the Ripans Chemical Company, No. 10 Spruce St., New York. Sample vial, 10 cents.

WANTED—Offers to purchase used Argentine, Uruguayan and Paraguayan stamps in quantities. J. CALDER CASILLADE-CORREO, 1390 Buenos Ayres, Arg. Rep.

\$3 CASH WILL BUY A LIST of all the taxpayers of Grundy County, Iowa. About 4,000 NAMES. Address R. F. HASBROUCK, Grundy Center, Ia.

ILLUSTRATIONS—New, original, attractive, catchy, make your ads pay. I make them to suit any business. Stamp for my circular and price list. H. WOODWARD ROGERS, 24 W. 23d St., N. Y.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg., New York, N. Y., sole agent. **13,000** weekly guaranteed.

MAIL TOPEKA, KANSAS

Circulation 7,600 guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address H. Frank Winchester, 10 Spruce St., New York, Eastern Agent, or C. Geo. Krogness, Marquette Bldg., Chicago, Ill., Western Agent.

Good ads, like good eggs, may be spoiled in the setting. If you wish your ads put in type in a manner to command attention send them to me. Electrotypes furnished.

Wm. Johnston, Manager Printers' Ink Press, 10 Spruce St., New York.

THE

advertiser who seeks the patronage of the agricultural classes will fail to secure a full measure of success, unless his list of mediums includes The

American

Farmer. The oldest agricultural publication in America, it circulates in the most prosperous farming sections of the country. There's money in advertising in the American

Farmer

For rates apply to

THE AMERICAN FARMER,
WASHINGTON, D. C.

BYRON ANDREWS, Manager Branch Office,
World Building, NEW YORK CITY.

THE ARGONAUT

Is the only high-class Political and Literary Weekly published on the Pacific Coast. Thousands of single-stamped copies of it pass through the post-office every week, remailed by subscribers to their friends. It has a larger circulation than any paper on the Pacific Coast, except three San Francisco dailies. It goes into all the well-to-do families of the Pacific Coast. Over 18,000 circulation. Argonaut Building, 213 Grant Avenue, San Francisco.

We advertise for advertisers because we know our advertising pays advertisers who advertise in our advertising columns.

Results! Success for the advertiser. Permanent patronage for the publication.

"What it is?"

The Agricultural Epitomist,
Indianapolis, Ind.

Circulation Over 125,000 Copies.

Advertising 60c. per line.

No discount for time nor space. Published monthly.



HAVING failed, after persistent efforts, to obtain an artist to illustrate PRINTERS' INK's many ideas, its publishers were at last driven to the necessity of resorting to the type-founder; who has now furnished the font of ten figures here shown; by means of which it would appear that there need never be any further need for any artist whatever. PRINTERS' INK can now be illustrated at little cost. I sell a set of these adjustable figures, postage paid to any address, on receipt of two dollars. Address WM. JOHNSTON, Foreman Printers' Ink Press, 10 Spruce Street, New York.

Are you familiar with the wealth of the territory covered by the

HELENA

INDEPENDENT

The Helena Assay Office gives the following information as to Montana's mineral output during 1895—Montana copper in 1895, 212,000,000 pounds. Sixty-five per cent of the entire production of copper in the United States. Montana silver in 1895, 14,500,000 ounces. Montana lead in 1895, 24,500,000 pounds. Montana gold in 1895, \$4,200,000. A veritable modern El Dorado. Grand total for Montana copper, silver, lead and gold in 1895, \$47,115,000. Nothing less than millions goes in the Treasure State. The **INDEPENDENT** reaches all Montana with its

6,240 DAILY.
6,240 SUNDAY.
3,385 WEEKLY.

H. D. La Coste,

38 Park Row,
New York.

Eastern
Manager.

THEY LEAD...

in circulation, influence and everything that make newspapers first-class.

THE JACKSON
(MICHIGAN)

PATRIOT

Morning
Sunday
Twice-a-Week
Evening Press

Get copies of the papers and compare with others in Michigan.

ADDRESS

H. D. La Coste
38 Park Row
New York.

Eastern
Advertising
Manager

We Reach the People

And We Know It.

IF IT IS Dayton, O., PEOPLE

you want to talk to, do
it through the

..PRESS..

All business done from Dayton office. We are in the field for business. Write us.

L. V. ARMSTRONG,
Manager.

Self Culture

*****For 1896

Published in the interest of the 600,000 owners of the **ENCYCLOPEDIA BRITANNICA** in the U. S.

ITS TWO-FOLD SUCCESS

- (1)—In the high character and unique interest of the publication; and
- (2)—In a popular circulation of 70,000 copies monthly.

For 1896, conspicuous interesting features will be:

- I. Leading Articles on Timely Themes**
Such as have had the place of honor in recent numbers: American Universities (December); John Sherman (November); John Dalton (October); Thomas Henry Huxley (September); the ablest reviews on themes of this character which have appeared in any contemporary publication.
- II. The Story of Human Progress**
Of which the chapters covering "The Dawn of History" have appeared in previous numbers of "SELF CULTURE."
- III. Stories of Men and Events**
Representing the most interesting passages of Human History.
- IV. Picturesque Portraits**
Of persons of the 19th century. To form an encyclopedia of living and recent characters in every department of human interest.
- V. Studies in Science, Discovery and Invention**
An exposition of researches and achievements, marking the progress of mankind.
- VI. The Classified News**
Of all parts of the world, in connection with the regular Journal-Review, Events of the Month and Inquiries Answered.

THE WERNER COMPANY, Publishers,
160-174 ADAMS ST., CHICAGO.

5 and 7 EAST 16th STREET, NEW YORK.

SOW YOUR SEED IN RICH SOIL

AND WHET YOUR SCYTHE FOR THE HARVEST
THAT IS SURE TO FOLLOW.

THE BROOKLYN STANDARD UNION

HAS A THRIFTY AUDIENCE WHO WILL RESPOND
TO YOUR CALL FOR BUSINESS WHEN THEY SEE
IT IN THEIR PET PAPER. THEY HAVE MONEY
TO SPEND. THEY HAVE FAITH IN WHAT THEY
SEE IN THE STANDARD UNION.

IF YOU HAVE SOMETHING THEY NEED—ENOUGH SAID—
FORM YOUR OWN CONCLUSION.

To School Advertisers...

THE CHURCH STANDARD during the past season carried 50 per cent more school advertising than during any previous year in its history.

We have received during the past year more unsolicited testimony as to its value as a medium for this class of advertising than we have received during any previous year.

It stands upon its own merits entirely. If it cannot help you fill your school it does not want your business. What it does ask at your hands is a trial. If any paper circulating in the Protestant Episcopal Church, particularly in the great Middle Belt, can help you it is

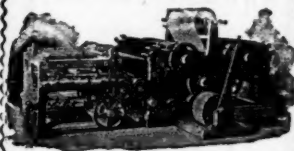
**The Church...
...Standard.**

Special rate for 1896.

THE CHURCH STANDARD COMPANY
Philadelphia, Pa.

The Idea!

that it costs a fortune to operate a Web Press has been exploded—



The "NEW MODEL" Web and its stereotyping outfit can be successfully operated by a small man and a big boy.

Campbell Printing Press & Mfg. Co.

6 Madison Ave., New York.
334 Dearborn St., Chicago.

ST. PAUL PIONEER PRESS, Dec. 22, 1895.
"THE NEW YORK DRAMATIC MIRROR has been for years not only the foremost journal devoted to professional doings, but about the only reliable one. It has always shown a progressive, liberal spirit."

THE NEW YORK DRAMATIC MIRROR

[ESTABLISHED JAN. 4, 1879]

WANTS MORE ADVERTISING from manufacturers and dealers in ale, beer, bicycles, clothing, candies, corsets, collars and cuffs, cigars, cigarettes, chewing gum, dry goods, dentifrices, diamonds, hats, jewelry, medicines, musical instruments, proprietary articles, photographs, perfumes, soap, shoes, silverware, sporting goods, tobacco, watches and wine.

The twenty thousand men and women who swear by THE MIRROR are very fastidious; they spend money freely, and want and buy the best. Specimen copies and advertising rates on request.

HARRISON GREY FISKE,

EDITOR AND SOLE PROPRIETOR.

1432 BROADWAY, COR. FORTIETH STREET.

The Largest Dramatic Circulation in America.

The Organ of the American Theatrical Profession.

It's a Business Bringer.

The reason it pays to advertise in

THE Kansas City WORLD

is because THE WORLD brings results. It carries more local advertising than any other Kansas City publication—a sure indication of its worth.

Circulation, 29,000 DAILY,
32,000 SUNDAY.

If you put it in The World it wins.

THE WORLD,

Kansas City, Mo.

L. V. ASHBAUGH, Manager.

Chamber Commerce,
CHICAGO.

Tribune Building,
NEW YORK.

A. FRANK RICHARDSON,
Special Representative.

IT BEATS ALL

why some advertisers use so promiscuously mediums of small importance just because they buy space cheap without regard to the paper's relative value.

THE WHEELING

(W. VA.)

NEWS

Covers West Virginia
and Eastern Ohio

more thoroughly than any paper
in this section of the country.

C. E. ELLIS,

Special Representative,

517-518 TEMPLE COURT,
NEW YORK.

Boyce Bldg., Chicago,

W. J. KENNEDY in charge.

Are you—

BUILDING A BUSINESS

in Richmond, Va.?

Are you—as an advertiser—getting as good returns
from your ads as you should?

Perhaps you have so many things to look after, you
haven't had time to give the matter of which
was the best paper for your advertising in that
city proper time and attention.

The STATE

is the great family evening newspaper of that city and the
leading evening paper of Virginia. Note the large amount
of local and foreign advertising which the STATE carries,
and then ask those who know by experience why they use
the paper. Rates for space of

H. D. LA COSTE
38 PARK ROW
NEW YORK

SPECIAL
NEWSPAPER
REPRESENTATIVE

A Great Deal Depends.

There are no dead certainties in advertising.
Too much depends.

Half the burden is the medium.

The other half is the advertisement and the
goods advertised.

The Chicago Newspaper Union lists constitute a medium that is dead certain to reach the following classes :

The substantial, prosperous, progressive people in the Middle West.

People who buy good things to eat.

People who wear good clothes and shoes.

People who are indulgent to their children.

People who buy anything that has merit.

People who farm and use things needed on a farm.

One half—the medium half—is a certainty.

If the advertiser's half is equally certain, there can't possibly be any doubt that the Chicago Newspaper Union will pay.

Our half is set forth fully in a catalogue.

Ask us for one. Address,

ooooo

CHICAGO NEWSPAPER UNION,

87-93 S. Jefferson St., Chicago.

Or, 10 Spruce St., New York, N. Y.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

ADVERTISING IN GENERAL.

Some presumably smart man in St. Louis is sending out cards which contain no name, address or intimation of the business. It happens that I have received two cards, numbered two and three. I haven't seen number one, or number four, or any other number. How many of the recipients of the cards have fared likewise? There is no way of telling.

So far as the advertising value of the scheme is concerned, it amounts to absolutely nothing in my case. It is the height of absurdity to do advertising of this kind. There is absolutely no sense in it whatever. The theory is that it arouses curiosity, and when the final card comes and elucidates the mystery, that the effect will be very strong indeed.

This may be true in a few isolated cases, or it may be true in a good many. It doesn't make much difference either way. The point is that each one of these cards might have conveyed a definite message about the business which it was desired to advertise. I do not believe that a series of mysterious cards, ending with one card telling what they were all about, will create a much deeper impression than a single card sent out with a plain, straight, emphatic story on it. Certainly this mysterious series will not produce one-tenth the effect that a persistent series of sensible cards would do. The mere continuous receipt of a series of characteristic cards is sure to produce some effect on the recipient's mind. Let the cards be as novel as you please in shape and color, wording or design, but let them all be sensible.

Advertisements are designed to sell goods. That is the ultimate object of all of them. Advertisements are printed salesmen, and they should be modeled quite a great deal on the rules of good salesmanship. A business man would not think much of a drummer who came in and said: "The man who saws wood may lame his back,

but will have time to rest when those who are whittling now begin sawing."

If a salesman went into a store and said that, and went out without saying anything more, he might have left an impression on the storekeeper's mind. There is little question about that—neither is there any question about the character of the impression. The merchant would think the salesman was a fool, and he would be right. One of the cards I have been speaking of contains this sentence, and nothing more. When a salesman goes into a store, he generally passes out his card, and says: "I represent the Smith-Jones-Robinson Co., of New York. We have something particularly attractive in bedroom sets, or parlor tables, or whatnots." He may not make a sale that time, but the next time he goes to the store he talks business just the same as he did before, and the third time, and the fourth time, and the fifth. Finally, if he is a good salesman, he offers the merchant something that he wants, and so the entering wedge of trade is started. The traveling man who went out and talked nonsense for four trips before he told what his business was, could not sell enough goods to pay his laundry bills.

Once in a great while, something cute and funny, something extra smart, pays in advertising, but where one of these smart ideas succeeds, a thousand will fail.

There may be a few people who like to make a joke of business, and who have time to straighten out mysteries. Probably the people to whom this cute advertising appeals are the ones who read and study the puzzle departments of various papers. I do not know who they are, because in the whole course of my existence I have never known anybody who ever paid any attention to puzzle departments. Possibly children do, but I doubt it.

Advertising should be just as far removed from a puzzle as it is possible to remove it. The man who makes his advertising indirect and difficult to

understand is discounting his chances for success. The advertiser has a message to deliver. He wants people to know what he has for sale. He wants them to know why they should prefer his article to any other in its line. He generally has a reason for thinking that people ought to buy what he has to sell. This is what he ought to tell people. He ought to tell it just as plainly as possible.

* *

One of the most astonishing things in business is the fact that each one of three or four competitors actually and honestly believes that he can do better for his customers than any of the others. Generally, each one of the four believes that the others lie in their advertisements. Each one believes that he is the only one who does business honestly and reliably in all cases.

The other day a clothing man came to me, and in the course of the talk he said that the competition where he lived was very mean—that competitors advertised things that they could not supply, and yet they did business by doing so. He said he knew that the other people did not have as good clothing as he had, and that at the prices they advertised they absolutely could not give the things they offered. He said he gave better value for the money than anybody else in town—very much better. "We are satisfied that nobody can touch us on that point," I said: "How do you know?" It then transpired that he had no positive knowledge on the subject, and that, as a matter of fact, he was talking through his clothes. He was so enthusiastic about his own goods and his own store that he believed nobody could possibly have anything that would come any place near it. He knew absolutely nothing about his competitors. When the competitors advertised a certain kind of suit or overcoat at a certain price that seemed unreasonable to him, he simply set them down as liars and did not bother himself any further. I convinced him that it would be a pretty good idea to find out what was actually being offered before he condemned his competitors. He had a number of the advertised articles purchased and brought to his store, and as he told me afterwards, he was simply amazed. He found that the stuff was just exactly what the

advertiser had said it was. He could not understand how it was possible for them to sell such goods at such prices. He had been going on for years, believing that his competitors were liars and cheats. He found out all at once, with a good hard jolt, that they had probably been telling the truth all the time. It is to be supposed that the competitors of this man were equally incredulous about some statements that he made in his advertising.

It is really astonishing how ready most business men are to believe that their competitors are thieves and scall-wags, and that they themselves are the only real, Simon-pure, genuine, truthful, honest men in their community.

I believe that four out of five of the retailers in Philadelphia believe that the Wanamaker ads are fabrications from start to finish. They do not go to the store to find out what is going on. They simply sit back in their ignorance and say that Wanamaker is a liar, and that he is deceiving the people, and that "it is wonderful what fools women will be." They say that Philadelphia women believe everything that is printed in the Wanamaker ads, and that Wanamaker can make them believe the most preposterous things.

Now I believe that John Wanamaker is too good a business man to permit very many lies to creep into his advertisements. The avidity with which buyers respond to his announcements shows conclusively that his announcements are truthful, and that the goods described can be obtained in his store at the prices given. In no other way can confidence be secured.

* *

RETAIL ADVERTISING.

The Chicago *Record* publishes the following excellent matter under the heading "Individuality and Identity".

TWO ELEMENTS IN ADVERTISING THAT MAY BE
USEFUL TO THE AD MANAGER.

If you were the only man advertising you'd have a very easy time of it. You could put your advertisement in type discernible only by a microscope, or you could put it in type so big that three letters would fill a page; people would read it all the same. It might be in the patois of the Bowery, or it might be in the highest style of Johnsonian English, which required a glossary for interpretation—it would be read. But, most unfortunately, you are not the only man advertising; everybody is advertising; this is the age of advertising. If you want your advertising to be seen, it must be individual; it must be different from the advertising of others.

A very good rule to follow in putting out

your advertising is to see what other people are doing in the same medium, or in the same line, and do something different. For instance, if you are expecting to put out some advertising in your local paper, look the paper over carefully and see if most of the advertisements in it are very much alike. If they are, cut yours according to a different pattern. If they run to big type, try small type yourself—long primer or small pica, or even brier. If the other advertising is densely black, give your own plenty of white space. If nobody else is using illustrations, by all means illustrate your advertisements. That will give you a marked individuality; and if others are advertising in broad generalities, be specific, very specific.

The conspicuousness of an advertisement does not depend upon its size. If you have a large department store with 500 bargains to advertise, you will need a page to do it, but if you have just one thing—suppose it is a cough medicine—don't take a page.

In striving after individuality, don't give your competitors any advantages. Don't avoid good things because they have them. Make your advertising different from your neighbor's, but be sure that the difference is always in your favor. In a word, while it is most desirable to be as individual as possible, never let your individuality run to the extreme of bad taste. It is better to be commonplace and in good taste than to be original and offend.

It is not difficult to accomplish advertising identity. Adhere to the same general arrangement of composition. You can preserve your identity if you choose by means of a distinctive border or an ever-present trademark, which, however, should not take up too much space. Adhering to about the same space each day—except on special occasions, when you may well enlarge your borders—is also a good way of making people familiar with your announcements. Putting your head-lines always in the same type and the text of your advertisement in some other unvarying type—particularly if you use type not found in other advertisements—will give your announcements a recognizable individuality.

A good many advertisers are always trying to conceal their identity; they are constantly springing new shapes and set-ups. Their advertising wears a perennial disguise. There is an accumulative effect in advertising which is very apt to be lost if you appear before the public in all sorts of shapes and guises, but which becomes of great value to the persistent advertiser who has so well preserved his identity that each day's announcement is but another link in the chain that binds the public to him.

Individuality and identity in advertising—the individuality so agreeable that the public will always look for you, and the identity so marked that it can never fail to find you—constitute two elements in advertising that are bound to carry it a great distance toward success.

The following rules and suggestions ought to be interesting to a good many retail merchants, particularly to those who have a large number of employees. These rules are printed in a little booklet, and a book given to each employee by Woodward & Lothrop, of Washington, D. C. What I reprint is

from an old edition of this book, and in the forthcoming edition they will be considerably changed.

Even in small establishments, something of this sort is a first-rate thing. The better the employees understand the ideas of the proprietor, or the manager, the better they will do their work. The more they know of the organization of the business, and the objects sought by it, the more interest they will take in it. Even the least important employee of a retail store ought to be kept posted as to the advertising that is being done, and the various happenings in all parts of the store. This diffusion of knowledge in the store itself is as much a part of the advertising as the publication of store news in the paper.

RULES.

ENTRANCE.

Enter and leave the store by the Tenth street entrance.

Be in your department at eight o'clock, at which time the gong will be sounded.

HOURS.

One or more clerks will be designated alternately, by the head of each department, to report at 7.45 a. m.

One hour will be allowed for lunch except in busiest times.

Report to the Time Clerk when going to and returning from lunch.

TIME CHECKS.

Each employee will be given a number on the time board. Upon entering the store take your check from time board and drop in time box. Those whose numbers remain on the board will be considered absent. Tardiness or inattention to business will not be tolerated.

LOCKERS.

Hats, wraps, umbrellas, etc., must be kept in the coat room provided.

LEAVE OF ABSENCE.

Salespeople wishing to be absent during business hours must procure an Excuse Card from Head of Department, and have it presented to Superintendent for signature. This card must be given to the Time Clerk when going out; upon returning, report to Time Clerk.

PERSONAL PURCHASES AND PACKAGES.

Purchases charged to employees will be deducted on the following pay-day.

Those making purchases will have another clerk wait upon them.

All packages of employees must pass through the shipping room for examination and stamp.

Those wishing to take packages out at lunch hour, must get permission from the Superintendent.

CLOSING.

At one stroke of the gong stocks will be covered.

Two strokes, salesladies, first floor, depart.

Three strokes, salesladies, second, third, fourth and fifth floors, depart.

Four strokes, salesmen depart.

Five strokes, boys depart.

Employees must not leave their departments until dismissed by the gong.

SALES.

Sales-checks must be plainly written, and show the quantity and kind of goods sold.

In case of error in checks, sales-person must present the check to floor manager for signature.

Repeat to customer the amount of money handed you.

Repeat to customer the name and address given you.

Remnants will not be passed by wrapper unless signed by Head of Department.

LOST AND FOUND.

Send money and purses to Cashier's Desk, all other articles to Bureau of Inquiry.

PURCHASING CARD.

When customers desire to visit two or more departments, sales-persons should furnish Purchasing Card and explain the use thereof. Ask customers to go to Purchasing Card Desk for addition and settlement of card.

WILL CALL.

Will Call packages must not be put aside unless a deposit is made thereon.

When making a Will Call Charge, the charge ticket, together with the deposit, must be sent to the Credit Department for entry.

Customers desiring to make payments on Will Calls, or wishing to pay balance and take their goods, must be sent to Credit Office—Second floor.

MEASUREMENTS.

Yard goods must be delivered to bundle boys in yard folds, except in case of silks, satins and velvets, which must be delivered in original folds.

DELIVERY.

Do not promise to send packages Special, without consulting the floor manager.

Write full name and address of customers plainly.

Packages to be delivered with customer's purchase must have name and address written thereon.

BOVS.

Do not leave your boxes without permission.

Put your number on all sent packages.

Enter all sent packages on your book.

All hats, coats, lunches, etc., must be put in lockers.

SUGGESTIONS.

Never misdirect a customer as to the location of any department; refer to floor manager.

Never show displeasure when customers ask for something or wish to exchange goods.

Never keep a customer waiting one moment longer than is necessary.

Never ask a customer whether she will have goods charged or sent C. O. D.; ask whether she wishes to pay now or at the house.

Never tell a customer goods can be sent Special; first consult floor manager.

Never become vexed at anything a customer may say or do.

The customer's opinion of the house is formed by you.

Promotion and success are dependent upon earnestness and zeal in doing your part.

* *

The following letter is of a somewhat personal character. The good-

will it expresses is very gratifying to me. The fact that it praises me personally does not seem a sufficient reason to justify me in depriving my readers of the benefit of the hard common sense it contains. I like such letters when they represent the honest opinions of an earnest man. They show that I am of some use in the world after all :

SALT LAKE CITY, Jan. 1, 1896.

Charles Austin Bates, Esq., New York City:

DEAR SIR—I can't start the new year better than to write you a line of commendation. Lots of people have commended your undoubted ability as a writer of advertisements, but your ability to strike fearlessly at popular fallacies, your nerve in saying "no good" when your convictions are that way—are the things that arouse my admiration. The cheapest advertising I ever did was a check I once sent you for telling me not to do a certain line of advertising. I had hugged the idea and loved it, and when you sat down upon it I was much disturbed, but I let it drop. I can see now you were right. I saved my money. One of the hardest things in advertising is to know what not to do.

I admire the way you slash into the idea that the only way to advertise is through the newspapers. That newspaper idea is the worst fallacy that ever grew into the advertising business. Newspapers are all right, if the conditions are favorable, like every other kind of advertising. In certain lines I would use nothing else, but the claim that nothing is of value excepting a newspaper is all wrong, and does general advertising much harm. Your article on the laundry advertising in *PRINTERS' INK* a few weeks ago covered one phase of this point nicely. In the same issue, the Lotus Press, who get their entire business printing booklets, etc., for people who do not believe wholly in newspaper advertising, allowed themselves to be used as an argument against their own business. Their business happens to be one that can best be advertised through newspapers; mine can be best advertised in other ways. It is certainly a poor business policy for them to discourage me from using the kind of advertising that would best pay me. You are the only ad writer that I know of that has the backbone to attack this newspaper idea when you think the case justifies it.

I think theater programmes are good advertising, if changed and cared for as carefully as newspaper ads should be, and if paid for on the basis of the circulation. There is one drug advertiser in Salt Lake who is using a quarter-page in the programme of the "Grand" (a house run continuously with a stock company and a change of bill weekly). He changes every week, using your ads—or I am no judge of style—while giving especial care to typographical work. I believe it is paying him well. Why shouldn't it? The weekly attendance at this house is 4,000. It has a good clientele; the same people go week after week; the programme is handsomely printed, and as his ads are attractive and interesting and fresh every week, and as he pays less for the circulation than he could get it for in any other medium, it is a paying proposition. I have watched carefully many times, and I notice that people do read the programmes between acts, when they find anything of interest, far more than they read

the average newspaper ads. I should think, however, it very difficult in the smaller cities to figure the value of theater programme advertising where the house depends upon traveling organizations for its attractions. The attractions are sometimes good, sometimes bad, and are scattered along in such a way that a man can make absolutely no estimate of the circulation he is going to get; but in a stock house with a good company in a large city, where the theaters are open nightly, theater programme advertising is among the most profitable, where skillfully done and properly paid for.

Wishing you a very prosperous new year, I am, sincerely yours,
L. C. MILLER.

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

An Ad for Agents—(By W. H. Eldridge).

Young Men, Are You

of energetic dispositions and good habits? If so, and you are not

Engaged

in any permanent occupation, but desire pleasant work at a good salary,

We Are

in a position to talk business with you.

For Wall-paper.

Tremendous Sale of Wall-papers.

Some of the finest to be found in the city, at hitherto unheard-of prices. New and pretty patterns—extra choice goods. Wall-papers from 4 cents a roll up to \$1.50 a roll.

For a Laundry.

YOU

hate like anything to pay laundry bills for linen and then find it badly washed. Are you not to blame in encouraging poor work by your patronage? Then don't growl, but drop us a postal.

For a Jeweler—(By C. H. Davidson).

"I want to be the Jeweler who comes into your mind first."

Jewels Reset.

The effect of many perfect gems is marred by poor settings. I mount them, at little cost, in settings that show them to advantage.

My window causes many people to stop to admire. I am proud of it.

For any Business—(By J. W. Hield).

We Hew Close to the Line

in our bargain announcements. Facts you demand of us. Facts we shall give you—money-saving facts, most of them; that's what makes them interesting. It is this profit-sharing policy of ours that inspires you with confidence in us—thus we expand into a larger usefulness.

For a Clothing Store.

Wonder Prices On Clothing.

You can keep up with the styles and dress like a gentleman on a very slender pocket-book if you buy your clothing at the ———

For a Harness Store—(By W. H. Eldridge).

TO MAKE YOUR

Horse Talk

would be an impossibility; but consult us and you can make your horse laugh. The season of the year is at hand when you will be looking

About

for bargains in blankets. It would be needless to tell a horse owner that in the long run the best blanket is the cheapest, and, therefore, that the celebrated 5-A

Horse Blankets

are the ones to buy. We keep all varieties—stable blankets from 75 cents up; street blankets from \$1.00 up. Those who visit us will save money.

For a Clothing Sale.

ALL AT HALF PRICE.

All winter clothing must be sold. Nothing will be packed away. Everything will be sold at half price. Men's, boys' and children's clothing. The best in the city.

For a Stationer—(By Eyrych & Co.).

May Change Her Mind

and her stationery. This unwritten law may be observed just as often as she desires, and then, if not thoroughly satisfied, can get her money back for the asking. However, we find few who do not like our ass. box of paper and envelopes when desiring the medium grade.

FARM & FIRESIDE FAME & FORTUNE

LINK YOURSELF TO

"The Monarch of the World's Rural Press,"

Farm and Fireside

Through the media of **Attractive, Catchy Ads** and **FAME AND FORTUNE** will both be yours **SURE**.

Let us have your order for space **NOW**, and thus be able to bask in "the radiancy of hope" which looms up on the horizon of the future. The harvesting of phenomenal crops presages wonderful activity in all lines of trade.

Join the procession and secure your share of the harvest.

We have bought the subscription list of **THE CLOVER LEAF,**
AND NOW

We Guarantee a Circulation of **310,000 COPIES EACH ISSUE**

AS FOLLOWS:

125,000	Copies in the Eastern Edition.	•	125,000	Copies in the Western Edition.
30,000	Copies in the New York Farm and Fireside.	•	30,000	Copies in the Illinois Farm and Fireside.

With more than 1,500,000 regular readers.

Advertising Rates Low! Lower than any other first-class Agricultural Paper
CIRCULATION CONSIDERED.

SEND FOR ESTIMATE.

MAST, CROWELL & KIRKPATRICK, Publishers,
Springfield, Ohio.

EASTERN OFFICE:
TIMES BUILDING, NEW YORK CITY.
(Joseph W. Kennedy.)

WESTERN OFFICE:
MONADNOCK BLOCK, CHICAGO, ILL.
(C. Heber Turner.)

When Up The Chicago Dispatch

By Joseph R. Dunlop,

You want to keep your



On the class of Business Houses that advertise in its columns. They are the biggest and best. They use "The Chicago Dispatch" because its circulation is above 63,000 copies a day and

It Reaches the Masses....

You can reach the minds of Chicago people through their eyes, and their eyes scan the columns of "The Chicago Dispatch" every day.

.....We have advertising space for sale at

Reasonable, Not Cheap, Rates.

Send orders direct to the office in Chicago.

'WAY DOWN IN SOUTHWESTERN OHIO IS

Dayton

a city of some 80,000. The population is a reading one—it has a reputation as such—one reason being the very small number of illiterate persons and those of the-do-nothing class.

Magnificent business blocks, beautiful homes, and a substantial appearance generally give evidence of the wealth centered there. It is familiarly known as the "Gem City" of Ohio. Many newspapers are published there, among which the MORNING TIMES and EVENING NEWS rise prominently above the others, both in extent of their circulation and the class of people reached.

The Morning Times

was established in 1844 and has always been the journal favored by the "old timers" who want a staid, respectable newspaper, with the news presented conservatively. They have given the TIMES hearty support and indorsement for over 50 years.

The Evening News

is the most popular paper in the city, and reaches the homes very effectively. It is a paper for the masses and is bright, up-to-date and the most read afternoon paper in that section.

Both of these papers have complete telegraphic service, an important feature, and are first-class home newspapers. Their circulations are almost entirely in the city and suburbs—the demand being for a paper intensely local in its characteristics. Combined morning and evening circulation is

14,000 Daily.

Weekly Times-News

since 1808 has been successfully issued and reaches the outside population for a radius of many miles.

Any information relative to these papers may be obtained of

H. D. La Coste

38 Park Row
New York.

**Eastern
Manager**

It is Daily More Evident!

It has been claimed by those who have made a test that Street Car Advertising produces immediate results in a larger degree than almost any other method of advertising. The card placed in the cars is immediately read by the passengers of that day, and if the article is a deserving one, which people are glad to buy, when they know where it is offered for sale, the demand is invariably noticed to begin at once.

The feature of continuous repetition for thirty days or more has invariably produced good results. The sign that escapes notice to-day, may be read to-morrow, again next week, and acted upon soon after. Nowhere does the eye so frequently come in contact with business notices, as in the cars which you are compelled to use daily.



*But you want
it placed*

...Right!

Consult us —

GEO. KISSAM & CO.,

Postal Telegraph Bldg.,

253 Broadway, N. Y.

Unasked-for Praise

This Letter, from one of the greatest advertising authorities of the day, is a better advertisement for us than we could ever write:

Office of C. I. HOOD & CO.,
Apothecaries.

Lowell, Mass., Nov. 18, '95.

Mr. A. L. Thomas, care Lord & Thomas,
45 Randolph St., Chicago, Ill.

Dear Sir:—I am in receipt of your esteemed favor of the 11th inst., which contained circular showing reproduction of advertisements of the Calumet Baking Powder Co. I desire to congratulate you upon having facilities at your command which enable you to produce so attractive and effective advertisements. If we employed anyone outside of our own staff to get up advertisements for us we certainly should consider your company.

Very truly yours, WILLARD EVERETT.



One of the Calumet Baking Powder Co. ads. which was reproduced in the circular of which Mr. Everett writes. Original size, 4 in. double column.

Let Us Prepare a series of ads. and an estimate for you. We take the risk of your not using them.



Our book, "America's Magazines, and Their Relation to the Advertiser," free.

NEWSPAPER
AND MAGAZINE
ADVERTISING

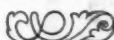
LORD & THOMAS,

45-49 Randolph St., CHICAGO

4 Great Advertising Mediums



**The Cincinnati Post.
The St. Louis Chronicle.
The Cleveland Press.
The Kentucky Post.**



Combined Daily Circulation Over

300,000.

RESULTS ARE CERTAIN.



What more do you want ?

Put them on your

List for 1896.

**E. T. PERRY, Manager,
Gen'l Advt. Department,**

**53 Tribune Bldg., New York.
66 Hartford Bldg., Chicago.**

...The

Cleveland World

Ohio's Republican Newspaper
Cleveland's Live Daily

A Good Year's Showing.

During the Year 1895 THE
WORLD Printed

926

More Columns of Display
Advertising than during the
year 1894.



The advertiser who desires to have audience with the well-to-do people of the City of Cleveland and the State of Ohio through the medium of a newspaper will certainly be wise if he selects **The Cleveland World** for his advocate. There's security for any advertiser who is using THE WORLD in the fact that his representation is thorough—he has the fullest assurance of receiving complete value for every dollar expended.

They Believe in The World.

That THE WORLD is appreciated by the merchants of Cleveland the following attests. Columns of advertisements, December 22, 1895:

World, - - - 84

Leader, - - - 51

Plain Dealer, - 52



The World Is Humming

because it publishes More News, More Stories, Brighter Editorials, More Special Features, and is Smarter, More Original, Accurate and Reliable than any other newspaper in Cleveland.

Daily, - - One Cent
8 to 12 Pages.

Sunday, - Three Cents
24 to 28 Pages.

THE PLAIN TRUTH TELLS.

WE TELL THE PLAIN TRUTH.



SIX WEEKS

I
X

Big 6

I
X

What Does It Mean?

It means that six weeks were consumed by the circulation fakir of the San Francisco Examiner to cook up a set of books to deceive the home and foreign advertiser.

The statement of the San Francisco Examiner's circulation that appeared in Printers' Ink and on its editorial page is an absolute falsehood.

Thousands and ten thousands of unsold Examiners, sent to cities in original bundles and never opened, were exhibited on the sidewalk in front of the Chronicle's window so that the public could pick them up and inspect the dates, which convinced the most skeptical that the San Francisco Examiner is the greatest affidavit maker in this country.

The Examiner persists in its absurd offer to show its books to any one desiring to see them, but the fact will not be lost sight of that six weeks were consumed in getting ready to make this offer.

"The San Francisco Daily Chronicle is the most important newspaper on the Pacific Coast—one of the few in the United States that may be said to stand in the front rank of American journalism."—Harper's Magazine.

W
E
E
KW
E
E
K

SIX WEEKS

Bribing the Foreman.



Mr. William Hayden, whose picture appears herewith, is a good-natured Irishman employed as a proofreader at 326 Pearl Street, New York. When Mr. Hayden read my recent advertisement, he related the following experience of his own:

"Some years ago I was employed as foreman of the composing room in a large printing office located in my native town of Dublin, and enjoyed the reputation among my fellow-workmen of being the best letter writer in the shop. One day the foreman of the press-room came to me and desired a letter written to the ink merchant in London, calling his attention to the fact that the holiday time was approaching and that his ink needed a little greasing. I wrote the letter as requested, and the ink merchant immediately replied, inclosing a one-pound note, and begged to be forgiven for overlooking it so long. Through some mistake the letter fell into the hands of my employer and was unintentionally opened. He sent for me, and handing me the letter excused himself for making the error. I was overjoyed at the contents, and repaired to the press-room and gave the note to the foreman. He seemed pleased and that night went off and spent the money and forgot that I ever existed. Devil the pint of porter I ever got out of the pound note, and on the following Saturday night I received notice from the boss that my services would not be required after two weeks. This was my recompense for helping my fellow-workman to collect a commission."

QUEEN'S BENCH DIVISION.

(Before the LORD CHIEF JUSTICE and a Special Jury.)

DISHONEST COMMISSIONS.

In the course of the hearing of a case for wrongful dismissal, brought by the former manager in England for a firm of Hanover printing ink manufacturers, the plaintiff, whose case was stopped by the jury, said it was well known to the defendants, and to everyone in the trade, that it was absolutely necessary, in order to get orders, that travellers should give commissions to and make payments for refreshments for foreman and others. If a traveller was not prepared to spend money freely, he must rely upon it that he would not get any orders. The witness further said the system was rife not only in his trade but in many others. It was well known that villas, and life insurance policies, had been given by traders to managers of firms in order to secure the work.

The Lord Chief Justice, referring to these statements, said that if what the witness had spoken was accurate, it was simply a disgraceful and shocking state of things. It was putting a premium in commercial competition upon the dishonest, the fraudulent and unscrupulous man who would get customers for his firm at the expense of corrupting those who were in a position of confidence and trust. He remembered a painful case in which he defended the representative of a firm who supplied materials for dyeing, who was properly convicted for giving commissions, and the prisoner told him that if he did not give commissions and went direct to the heads of the firm, although he might get two or three orders, when a new manager came he probably would not be above mixing some ingredients with the materials he supplied in order to spoil large quantities of goods with a view of getting orders placed elsewhere. It was a disgraceful state of things.

The accompanying extract from the London (Eng.) *Daily Chronicle* of Dec. 17, 1895, shows that the old practice still exists.

"Three times and out," I have heard said. I have already published this Queen's Bench decision four times, thinking that by repetition I might induce some American ink manufacturer to deny the charge that, beside myself and one other, there is no third one who is not in the habit of paying commissions to or bribing the foreman or pressman or some other employee of the establishments, to whom they sell ink. I shall not reproduce the half-tone any more at present. It occupies too much space and costs too much. It is apparent that no ink manufacturer is going to deny the statement. No ink manufacturer has the nerve to do it.

The practice set forth and the bad debts double the cost of printing inks to the ordinary consumer. The remedy is to buy of me and cut the cost in two. Send for my Price List. Address

PRINTERS INK JONSON,

8 Spruce Street,

New York City.

In Pittsburg

We control the best of the Cable and Electric Lines, also the Cars of Beaver Falls, Washington, Sharon, Greensburg, New Castle, McKeesport.

Our unapproachable system obtains here as elsewhere, and our business is conducted by employees of experience and ability—no amateurs for us.

You Get Full-Time Cars!

You Get Results!

You Get What You Buy!



You Get Advertising

... OF ...



GEO. KISSAM & CO.

HAMILTON BUILDING,

 91 Fifth Avenue 

Pittsburg, Pa.

The Modern School



"CLASS IN ADVERTISING, COME UP FOR
EXAMINATION."

Teacher—What is advertising?

Class—Publicity.

Teacher—Are there many mediums?

Class—Thousands, but only three good ones.

Teacher—What are they?

Class—Newspapers, street cars and signs.

Teacher—Are they so ranked in popular estimation?

Class—Yes, but it is hardly just.

Teacher—Why?

Class—The newspapers, while undeniably carrying the greatest amount of advertising, offer, with the exception of a very few, the same style of display as they have done for years.

Teacher—How about the street cars?

Class—They are constantly improving in every respect; cards are attractive, interesting and remembered; they are continuously in evidence, and button-hole the reader at a time when he is at leisure and susceptible to impression.

Teacher—How about sign advertising?

Class—It has many points of merit, particularly for an advertiser who can tell his story in a few words.

Teacher—Should an advertiser adopt all these mediums for sure results?

Class—If his appropriation is large enough—yes.

Teacher—Suppose he could only use one, which should it be?

Class—Street cars, because it combines the best features of both and is the most progressive of all, and also for circulation covered—the cheapest.



But You Want The Kind That Pays



Send for our List of Cities.

George Kissam & Co.,

253 Broadway,

New York.

SOME PEOPLE THINK

that the Street Car Advertising Men have a "cinch." Read, ponder and inwardly digest.

From Street Railway Journal January 1896.

...in the history of marine engineering.

Mr. George Kissam, the sole successor of Carleton & Kissam, of New York, reports that street car advertising business is booming; that he has closed quite a number of large contracts, many of them including his entire list of cities. Doing probably the largest car advertising business in the country he is fully qualified to express an opinion upon the state of business in general, and the outlook for 1896. He anticipates doing a much larger business next year than ever before. He states, however, and the fact seems to bear him out, that the price of street car advertising space does not keep pace with the rentals now demanded by the street railway companies for the advertising privileges in their cars, and the year 1895 shows a much smaller net return than '94, '93 and '92, while the volume of business for 1895 was much larger than that of any previous year. There is a great misconception on the part of people who are unacquainted with the details of street car advertising business, as to the immense amount of work that is necessary to keep the cars looking well, to meet the fierce competition of competitors, and to keep the rentals promptly paid up. This requires a large capital and a large force of employes; and the business is peculiar in the respect that while the outgoes are always cash, and mostly in advance, there being practically no credit, the advertising receipts are entirely dependent upon the credit system which means more or less prompt payments of bills. The maximum of rates has been reached, and when obtained is about 15% more than the rates of several years ago; but the rentals of cars are all the way from 25 to 100% higher. This has resulted in quite a number of the smaller people going to the wall, and the business is practically now in the hands of six large concerns. It is a peculiar business proposition that the railroad companies are actually getting about eight times as much out of the advertising as the lessees of privileges, and many of them think that is not enough. Mr. Kissam views the situation philosophically, but states that it takes a "mighty lot of hustling" to get business enough to fill the cars and come out on the right side of the ledger. Hence he does not blame the railroad companies for getting all the money they can, but states, and with justice, that there is such a thing as killing the goose that laid the golden egg. His annual payments in rentals to the railroad companies now exceed the sum of \$300,000 annually.

It is a fact that there is no medium extant of its intrinsic merit that is sold so close as Street Car Advertising. But you want **the kind that pays.** Write us.

GEO. KISSAM & CO.,

253
Broadway, New York.


THE NEW YORK SUN
JANUARY 21
HAS THIS NEWS ITEM



Good News for Brooklyn Elevated Road Clerks.

The clerks and office employees of the Brooklyn Elevated Railroad Company yesterday received the announcement that their wages had been increased 10 per cent. President Uhlmann said that the business of the company had increased 50 per cent during the past two years and that the directors determined that the employees should share in the growing prosperity of the company.

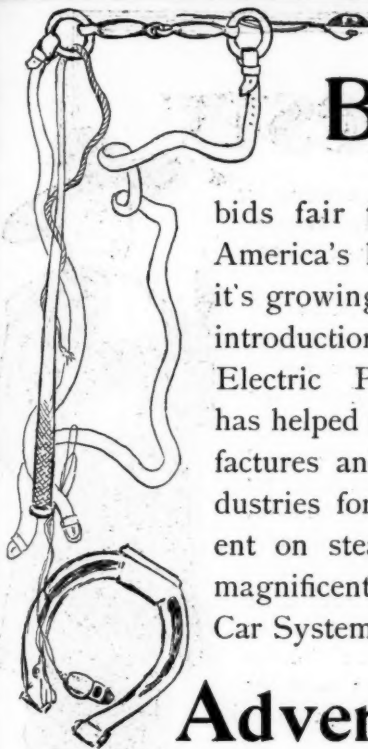


THIS STATEMENT PROVES THE GREAT
INCREASE OF TRAVEL ON THE 

BROOKLYN "L"

AND THE ADVERTISING ON ALL CARS
AND STATIONS IS CONTROLLED BY ♣

GEORGE KISSAM & CO.
253 BROADWAY*****NEW YORK



Buffalo

bids fair to be among America's largest cities—it's growing daily and the introduction of Niagara's Electric Power System has helped to boom manufactures and all other industries formerly dependent on steam. It has a magnificent Electric Street Car System and the

Advertising

is controlled by

Geo. Kissam & Co.,

also the Street Railways of Tonawanda
and Niagara Falls.

Buffalo Office, 378 Main Street.

Honesty

Honesty in advertising is more than merely carrying out the conditions of a contract.

Honesty, as we look at it, means to put all the forces and brains and energy of a great agency behind every effort. It means the employment of the best specialists to prepare advertisements that are certain to be seen, and so honest and emphatic as to be believed.

It means the buying of space in mediums that are selected for their known quality and worth—not for any reason of favoritism or liking.

It means the honest use of cash to buy space at the lowest limit.

We call this honesty. We follow this plan. There is no brag or bluster in this talk. It is fact.

The Geo. P. Rowell & Co.
& Advertising Company,
10 Spruce St., New York.

